

Digital Programme – Overview & core focus areas



Housing Associations
have a purpose to
fulfil a social duty to
provide affordable
housing whilst also
maintaining
commercial viability
and success in house
building and home
ownership

Orbit identified that the core pillars of success for the future related to **Customer Experience** and the delivery of excellence in terms of our **digital offering**.

These pillars were key as Orbit Housing have a desire to be able to offer customers a home and support in managing that home from cradle to grave – from social housing rentals through to shared and outright ownership

The golden thread of excellent service had to run through every customer journey and interaction, from support in writing a CV, paying your rent, to wellbeing support, digital training or booking a repair

- Delivering the strategy through our People



Developing our approach

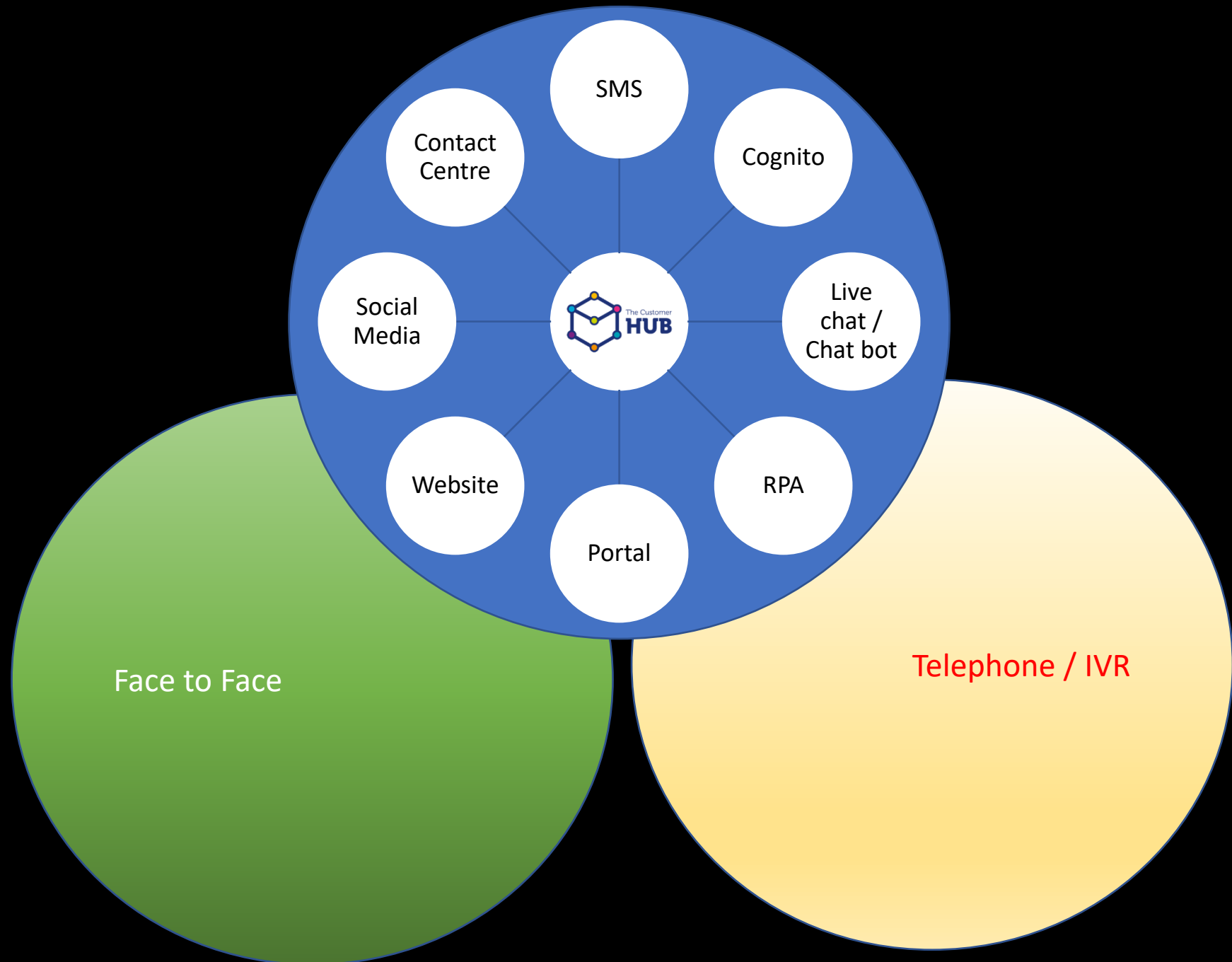
The principles

- Given previous experience of change, it was important that we created contact principles that we could all use to align future design and development to as a North Star.
- These core principles for customer contact demonstrated the need for key areas of the proposed strategy – such as Omni channel and Accessibility



The channels

- Based on customer demand and contact principles, we agreed on the channel strategy
- It was essential to deliver an Omni –channel experience that supported the existing Telephony and F2F core offering
- It was imperative that we reviewed our current telephony offering and advisor support



Core focus

To develop the
customer-
centric culture
across Orbit –

People

- For Orbit to become a truly customer-centric business, then the customer needs to be at the heart of everything we do.
- We have over 1200 employees working within our business, all of whom have an impact upon our customer. A strong internal culture can play a significant role in driving forward our customer experience. By ensuring we have the right people, with the right attitude, and the right skills we are able to deliver an excellent customer experience.
- There are some key areas that Customer Experience will aim to focus on supporting our People and Business Services Directorates on in 2020-21.

Areas of focus

Skills, knowledge and competency

- Do we know what skills, competencies and knowledge is required for our people to delivery an outstanding customer experience? Do we know how well people are demonstrating these on a day to day basis?

Training and Development

- Does our training support and embed our Brand from a CX perspective and does our training support our employees to deliver a great' experience? How do we ensure that our people remain competent and up-to-date?

Recruitment and Retention

- EDI, Talent management, career planning

Performance Management

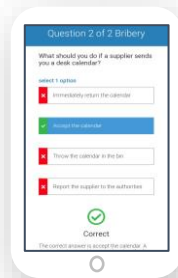
- Does our performance management framework support a customer-centric culture? How do we reward and recognise our people?

To develop the customer- centric culture across Orbit People Workstreams

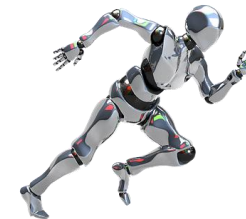
- **Skills, knowledge and competency framework**
 - Design and test a skills and competency framework aimed at delivering a high performing customer culture
- **Customer Services Training**
 - Work with People Development to identify strengths and gaps in existing customer service training model
- **Knowledge and competency refresher tools**
 - Implement a day-to-day competency, training and gamification tool for the Customer Hub

What is Cognito?

- Cognito is a simple to implement Learning retention tool, offering flexibility for learners and an analytics dashboard for managers.
- Cognito doesn't replace training, but rather the application reinforces and consolidates the learning that has been delivered, in less than 2 minutes a day of a learner's time.
- Cognito uses Artificial Intelligence to detect gaps in knowledge and identify areas where further training may be needed, making training more efficient and personalised



Engaging and
easy to use



Uses AI
to personalise
the learning



Align to KPIs for
measurable results

Cognito our learner experience

- Ideal for time-poor employees - takes less than 2 mins a day, and can reduce or even eliminate the need for e-learning refresher courses. Cognito is engaging and makes learning fun.
- Accurate knowledge analysis – Cognito uses artificial intelligence and machine learning to rank employee knowledge in relation to question difficulty.
- Employees take ownership of their own learning journey and progress through the knowledge ranks (from Learner to Master)
- Gamified-fun-competitive aspects ie Leader boards provide gold, silver and bronze rankings to the employees who are most knowledgeable in a topic.
- Supports employees to be effective at their jobs, with greater confidence and competence, and enhanced speed and accuracy.

The Orbit business outputs

- Highly engaged teams using monthly reporting to drive improvements and personal performance
- Improvements in confidence and capability with scores improving month on month
- Ability to deliver and maintain 'tailored organisational specific' content with ease – GDPR scores identified a need to create specific GDPR refresher training for individual depts to meet their needs
- Culture of learning

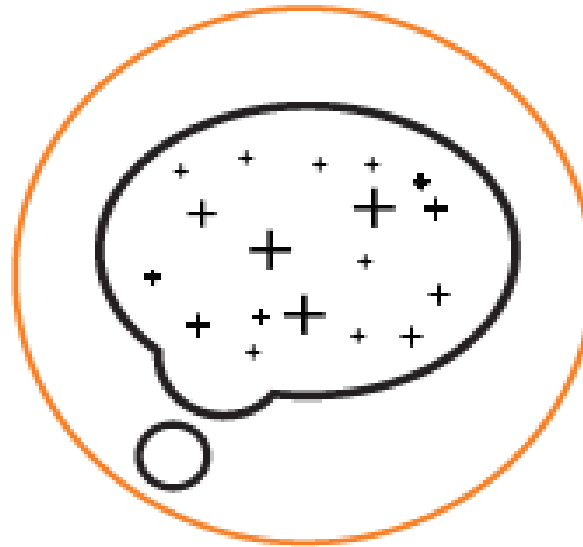
Cognito – learning from our pilot

Lourdes Sharpe
Director of Customer Services
Tracey Morris
Quality Team Leader



The Citizen First Mindset

THINK AND FEEL



1. Ownership & Responsibility
2. Optimistic
3. All feedback is invaluable
4. I make the difference

We use Cognito as a tool to engage with colleagues – particularly during lockdown!

We ensure training is embedded; building assurance and confidence in competency levels.

This supports our Customer Service programme.



COLLEAGUE ENGAGEMENT

It's a tool which makes training and quality assurance easier

It brings personal; team and business benefits – multiple wins

‘Getting it wrong – means we get it right!’

Outcomes of Cognito for Citizen

- 7,547 questions answered so far– that's 7547 bite-sized learning and snippets of assurance that our training is embedded
- 74.9% answered correctly -shows our questions are not too easy..
- 5,650 questions answered correctly – that's 5,650 colleague engagement opportunities which increased confidence and made them feel good!
- Knowledge levels have increased across all topics
- 192 individual improvements (so far in June)



JOINING THE DOTS UP

Gathering and using feedback to build knowledge; improve customer experience

Intelligence highlights what is embedded and where targeted support is needed and to plan future training and coaching

Engagement; training and assurance in a modern, effective way

Thank you

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Thank You – Panel Discussion and Q&A

If you would like to find out more about Cognito please feel free to contact Georgia Harbison on 07725041020 or Georgia@cognitolearning.co.uk

Cognito Learning will be hosting a webinar on 7th July at 10am where we will be carrying out a full demo of the system. To register for the Webinar the details are either in the breakout area or at www.cognitolearning.co.uk/events

