



Social Housing Strategy Forum

12th & 13th May 2020

RESEARCH REPORT

Total Delegate Group: 130



This report is based on survey findings of the delegates for the Social Housing Strategy Forum on the 12th and 13th May 2020, comprising of 130 chief executives, directors and other leaders from prominent housing associations and local authorities.

To deepen our insights, we interviewed the highest decision makers in face-to-face and telephone interviews to discuss trends and issues being tackled in their organisations.

A modern living room with a grey wall. In the center, a large white rectangular display with a black border shows three statistics in red text. Below the display is a yellow sofa with two white pillows and a dark wood coffee table. To the left and right of the sofa are yellow armchairs. The overall aesthetic is clean and contemporary.

53

Chief officers
& directors

51

Heads of
department

26

Senior
management

MAIN FINDINGS OF THE REPORT



AI & AUTOMATION

Artificial intelligence is transforming how housing associations and local authorities interact with tenants, from implementation of chatbots that use conversational AI to automated self-service portals. As such, the group we surveyed stressed developments in these technologies as a significant investment priority.



DATA ANALYTICS

Housing leaders are making a concerted effort to drive efficiencies by utilising the ever-growing volume of data flowing in and out of their organisations, with applications in attaining a 'single view of the tenant' as well as predicting tenants at risk based on their demographic and payment profiles.



MOBILE WORKING

With the rise of cloud technologies, housing associations and local authorities are developing infrastructure that can allow teams to work remotely. Mobile technology has the potential to deliver significant benefits in the housing sector such as the ability to increase tenant satisfaction levels, speed up response time for repairs and increase efficiency and productivity of workers.



SMART HOMES

Innovative technologies are being urgently introduced to develop smart homes which allow services, such as heating, to be altered in real time. This integration of Internet of Things sensors and devices are enabling improved energy efficiency and helping to ensure properties do not fall below decent living standards as set out in legislation.

The key issues being tackled by the Chief Architect at London and Quadrant Housing Trust:

- Digitally enabled target operating model
- Digital transformation
- Cloud-enabled model

The challenges being prioritised by the Group Chief Executive at Broadland Housing Group

- Better tenant engagement and involvement
- Improving efficiency and reducing costs

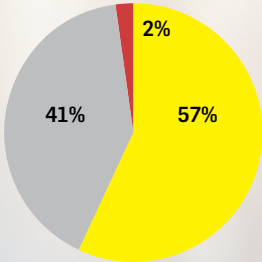
COMBINED SPENDING POWER OF GROUP

£2.2 Billion



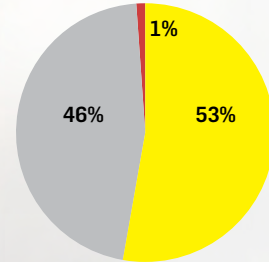
SPEND MAPPING

HOUSING MANAGEMENT SOFTWARE



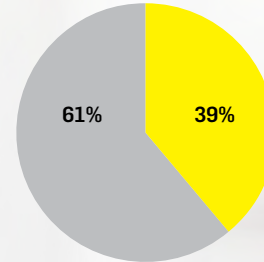
● Increase ● Stay the same
● Decrease

WORKFLOW MANAGEMENT SOLUTIONS



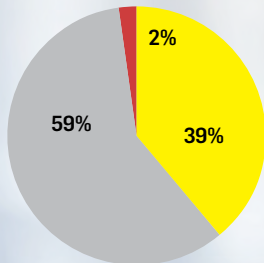
● Increase ● Stay the same
● Decrease

CONTRACT MANAGEMENT SOLUTIONS



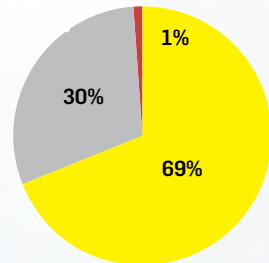
● Increase ● Stay the same
● Decrease

LONE WORKER SOLUTIONS



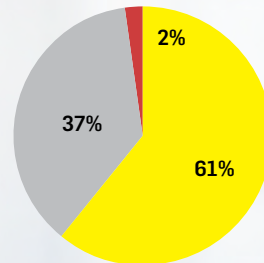
● Increase ● Stay the same
● Decrease

DATA ANALYTICS



● Increase ● Stay the same
● Decrease

SMART HOMES / IOT TECHNOLOGY

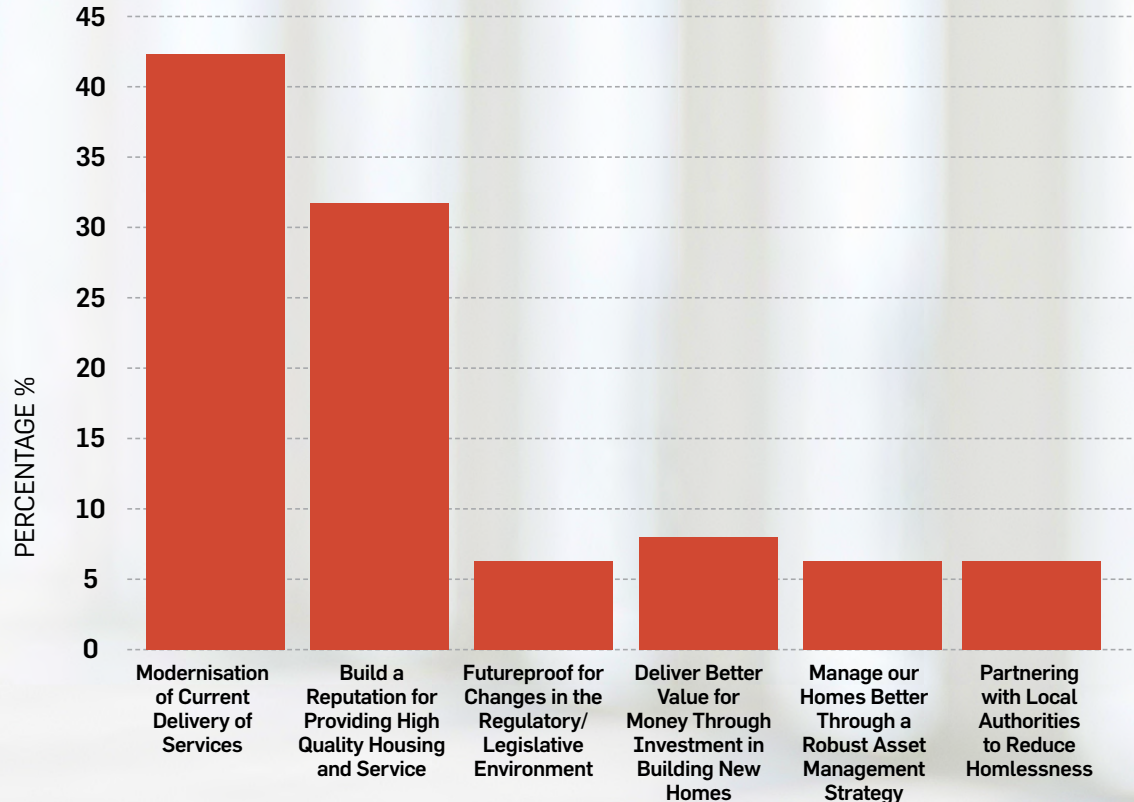


● Increase ● Stay the same
● Decrease

Data analytics is very much at the forefront of our group's budget plans, with more advanced techniques being employed to capture and utilise information about tenants and minimise fraud and rent arrears.

There are also significant investment plans towards technologies harnessing the Internet of Things to help drive efficiency and improve service delivery to customers.

TOP STRATEGIC PRIORITY

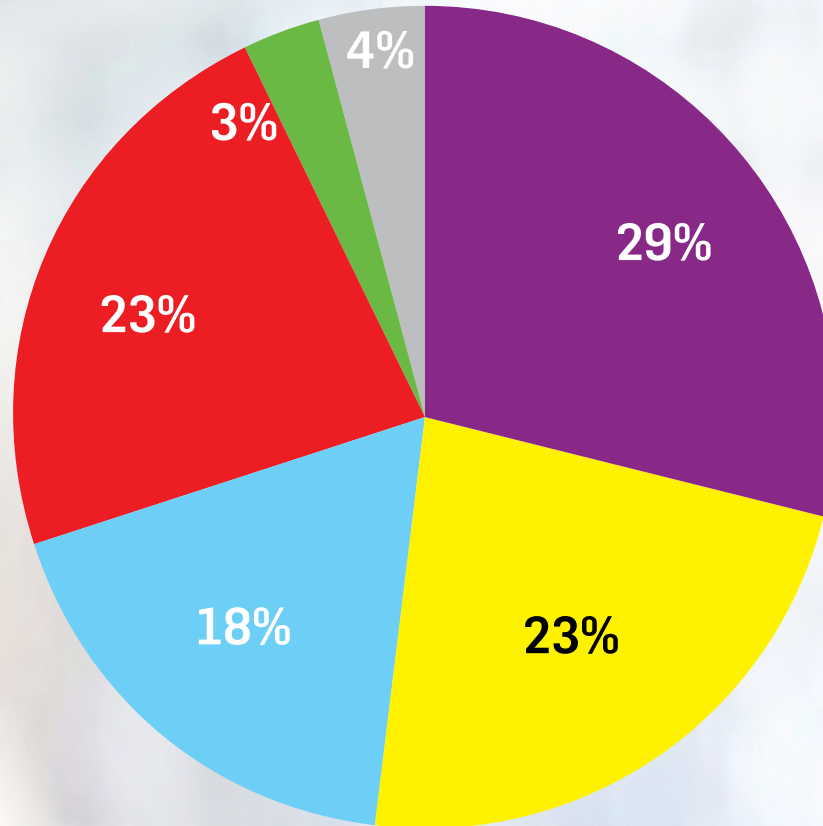


With tenants expecting greater convenience and access to information, modernising service delivery was highlighted by the group as the most pressing strategic priority.

This increased focus has led to significant developments in self-service portals and digital communication channels.

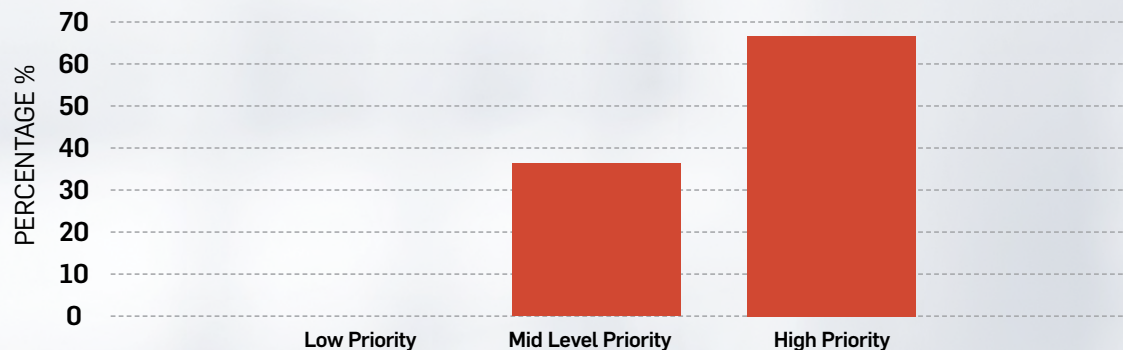
TOP TECHNOLOGY PRIORITY

- Empower a Truly Mobile Workforce
- Deliver a Cutting Edge Digital Transformation Programme
- Automate Key Processes Through a Robust Housing Management Solutions
- Transform the Way You Interact With Tenants with Full Omni-Channel Engagement
- Implement a Data Fueled Technology System to Minimise The Risk of Rental Arrears
- Application Development for Tenants and Staff

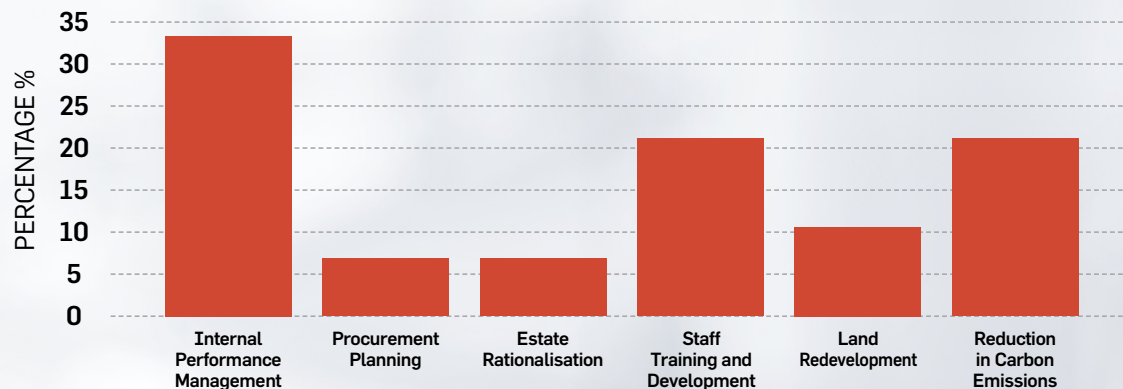


There is a wide range of issues being prioritised by housing associations and local authorities, with a general theme showing that there is a drive to transform, through workforces being better connected and greater use of digital channels in engaging with tenants.

TO WHAT EXTENT ARE YOU PRIORITISING DIGITAL CHANGE IN YOUR STRATEGY?



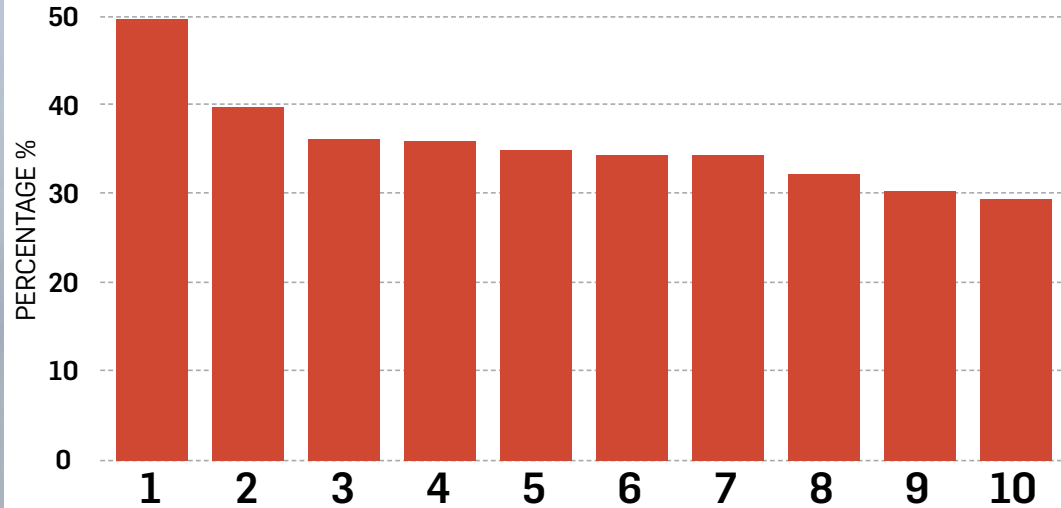
WHICH, IF ANY, OF THE FOLLOWING COME BEFORE YOUR COMMITMENT TO DIGITAL CHANGE ON YOUR AGENDA OF PRIORITIES?



All of those surveyed flagged digital change as a priority that is at least on the agenda or needs to be implemented as quickly as possible, demonstrating the necessity for organisations to transform in alignment with tenant expectations while exploiting new technologies.

Besides this, the importance of internal performance management was stressed, with leaders taking action to ensure processes are efficient and reputation is maintained.

DELEGATE INVESTMENT AREAS



Top delegate investment areas		%	Top delegate investment areas		%
1	Leadership and Culture	49.12	6	IOT (Internet of Things)	33.33
2	Artificial Intelligence	39.47	7	Data Analytics	33.33
3	Agile Working	35.96	8	Tenant Self Service Solutions	31.58
4	Digital Transformation	35.09	9	Business Intelligence	30.70
5	Smart Homes/Technologies	34.21	10	Customer Journey Mapping	28.95

The social housing leaders surveyed highlighted that they are investing most heavily in developing leaders that can effectively communicate and drive the strategic plans that support the goals and culture of the organisation.

Artificial intelligence is also a significant investment priority, with automated omni-channel communications ensuring immediate service for those most in need and self-service portals proving vital for both staff and tenants in access and reporting of information.



All our Strategy Forums combine industry leading searchable analytics through Forum IQ - our delegate discovery platform. Key client investment data is blended with enhanced networking capability via our Forum Link app for everyone to intelligently connect through multi-channel exchanges during our live Strategy Forums.

Deep understanding and clever tech connecting smart people in smooth interactions. Goodbye static conferences, hello evolution.

SHARE THE REPORT



www.socialhousingstrategyforum.com

t. +44 (0) 1293 850 300

e. info@ahmediauk.com