

CASE STUDY



At Home with Resident Experience

Executive summary

Our client has built a reputation over the past 30 years as one of the largest and most trusted providers of housing-related services in the UK. They manage and service over 800 000 homes across the country. As a key player in the Housing Industry, they have developed long-term, sustainable partnerships with Local and Central Government, Housing Associations, private landlords, and their tenants and service users to help people and communities thrive.

Key to maintaining their market-leading presence is a deep understanding of the value of Resident Experience Management. Choosing and remaining in a home is an emotional and high-value transaction.

Traditionally, the most important factor when determining where to live is a clean home that could be rented at a fair price. However, a shift has occurred, particularly considering the COVID-19 pandemic, as people spend more time than ever at home or within their communities.

With evolving expectations, our client sought a partner

Management and servicing of over 800 000 homes

Increased Customer Satisfaction (CSAT) scores

Increased Net Promoter® Score (NPS®)

Increased response rate

to support them in understanding and improving the Resident Experience. They found that with Smoke Customer Intelligence. Through surveys triggered at each touchpoint in the resident's journey, the client obtains real-time feedback and establishes Customer Satisfaction and Net Promoter® Score on which to measure their own, as well as third-party provider, performance.



The challenge

Today, offering residents competitive rental prices and a neat home is no longer sufficient in guaranteeing resident satisfaction. Additional factors, such as the move experience, the standard of maintenance, and the relationship with the landlord all play an important role in deciding where to rent and whether or not to stay. The industry now competes on all these factors, especially the experience offered to residents during their tenure.

Due to this shift in expectations, our client saw an increase in resident turnover and was impacted by factors such as the loss of rent, the cost and time to perform maintenance to prepare and re-rent the apartment, and marketing and referral fees all added to the significant cost of resident turnover.

Additionally, our client was noting resident dissatisfaction in the form of move timelines and payments and complaints around bad service from third-party providers. Complaints, however, were not being escalated, and the client missed opportunities to resolve them timeously. Resident Experience is measured across various touchpoints, including during moves, capital works and maintenance, intention to renew, and annual satisfaction surveys.

The client needed a digital solution that would reach all residents, across all touchpoints while aligning the solution with S.T.A.R and other industry standards. They found just that in the Smoke^{CI} Voice of the Customer platform, EYerys.

The solution

"You can't build a great building on a weak foundation" - Gordon B Hinckley

One of the main reasons that tenants move or stay in specific properties over the long term is positive Resident Experience. For this reason, resident feedback must be gathered at each touchpoint, so that resident satisfaction can be understood, and so that pain points and areas of improvement can be identified.

Smoke CI's proprietary survey platform, EYerys, triggers the distribution of appropriate surveys at every step in the resident's journey – during awareness and consideration, acquisition, servicing (maintenance, repairs, and contact centre interactions), and departure. These are distributed via the appropriate channel, identified for the type of communication

and resident preference. Thanks to the digital solution, response rates were improved, giving the client greater insight into the Resident Experience.

The client has access to on-going, real-time feedback, and comprehensive reports generated by EYerys provide a clear overview of drivers of dissatisfaction within various properties and third-party providers. Relevant teams are notified of each dissatisfactory response, thanks to the escalation and case management functionality, and can immediately respond to the issue, resulting in rapid service failure recovery.

Building resident experience on a solid foundation

In partnership with our client, Smoke^{CI} implemented a Voice of the Resident solution which sought to monitor, measure, and manage the Resident Experience. Digital surveys triggered through Eyerys at specific touchpoints in the residents' journey, delivered real-time feedback that provided the client with key metrics, such as CSAT and NPS[®], to establish benchmarks on which to improve.

Service recovery on all negative resident feedback was improved due to automated escalations to the relevant team. Furthermore, the comprehensive reports generated by Eyerys provided the client with deeper insights on third-party providers and specific properties.

Thanks to the Smoke^{CI} solution, the client was able to increase resident satisfaction, improve relationships with third-party providers, and decrease resident turnover, thus saving costs. Also, with the implementation of a strategic approach to Resident Experience, they were able to actively improve and manage the overall resident journey, delighting residents at every touchpoint and "moment of truth".

As the housing and care provider focuses on delivering the best possible service and overall Resident Experience, Smoke^{CI} and Eyerys continue to provide the tools, data, and insights needed to enable their efforts.

- Real-time feedback
- Automated escalation
- Close-loop feedback
- Focused improvements
- Cost containment



Thank you.

To discuss how to get the best results from your surveys, speak to a CX Expert today.

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 [Contact us](#)

