

## Case study

# Exceeding Expectations

How we helped Phoenix Community Housing transform their customer experience and reach new highs of adoption.



## About Phoenix Community Housing

Phoenix Community Housing is a not-for-profit resident-led housing association based in south London that owns and manages more than 6,000 homes in the Lewisham wards of Bellingham, Whitefoot and Downham.

They are the first resident-led housing association in London, with a unique operating model which empowers tenants and leaseholders to take a central part in decision-making and enables them to become shareholders of the organisation.

## The Challenge

In early 2021, Phoenix came to us with a challenge: Their existing customer portal, despite being in existence for over ten years, only enjoyed an adoption rate of 14% among tenants and leaseholders. This needed to change.

Additionally, with a far-reaching Digital Transformation project underway within the organisation, the old platform was felt to be holding the organisation back: It wasn't enabling Phoenix to live up to its ambitions to improve communications with residents, or contributing to fast, efficient resolution of their issues.

Above all, the new platform was expected to be loved by the community, attracting far higher adoption levels than its predecessor, all while delivering efficiency savings that could be reinvested in other community projects.

“ After having launched the portal just 10 weeks ago, the new portal has already had 10% uptake, the initial 6 month target. In under 6 months the portal has already surpassed the uptake of the previous portal which took 10 years. ”

*Ben Edwards, Business Analyst*

## The Solution

To deliver on Phoenix's ambitions we knew several factors needed to be addressed, most notably ensuring that the new platform worked flawlessly with other back-office systems to give tenants, residents and staff the information and capabilities they relied on most.

We knew that a critical consideration likely to affect resident adoption was just how much they could or could not do within the portal. Together with the Phoenix team, we devised an extensive suite of functionality designed to cover all requirements. Key to this was integrating with both Phoenix's newly adopted Microsoft Dynamics365 CRM platform, as well as a legacy Orchard HMS instance.

# What We Delivered

## Customer Benefits:

The Phoenix portal allows customers to:

### Personal and tenancy information

- Select and manage privacy settings
- View and update tenancy and household information
- View and update personal and contact information
- View documents relating to property, tenancy, and correspondence with Phoenix

### Payments

- View account balance and statement history
- Make payments and set up direct debits

### Repairs

- Diagnose and schedule repairs
- Review completed repairs and provide feedback
- View property inspection dates

## Staff Benefits:

Phoenix staff members can now easily:

- Manage registered users
- Add, edit and manage on page content
- Add, edit and manage repairs diagnostics scripts
- Manage repairs reporting logic and business rules
- Set global and page notifications

The portal needed to go beyond existing functionality and have full integration with PCH's core back-office systems including:



## Portal Launch and Performance

Active Housing managed a multi-phase rollout of the new portal, using early closed and beta launches to gain feedback from real users and ensure any niggles were addressed before full go-live. This meant that when that go-live did occur, it did so seamlessly, with a hugely positive response from users.

The launch was supported by a number of activities, to ensure all Phoenix customers were aware of the new platform and its many benefits. We achieved this through the creation of promotional flyers and videos, as well as several competitions to encourage early uptake.

The results have exceeded all expectations. Within just ten weeks we had surpassed our six-month target of 10% of resident adoption, and within six months the platform had welcomed more users than its predecessor had received in ten years – an excellent achievement that all members of the team are rightly proud of.