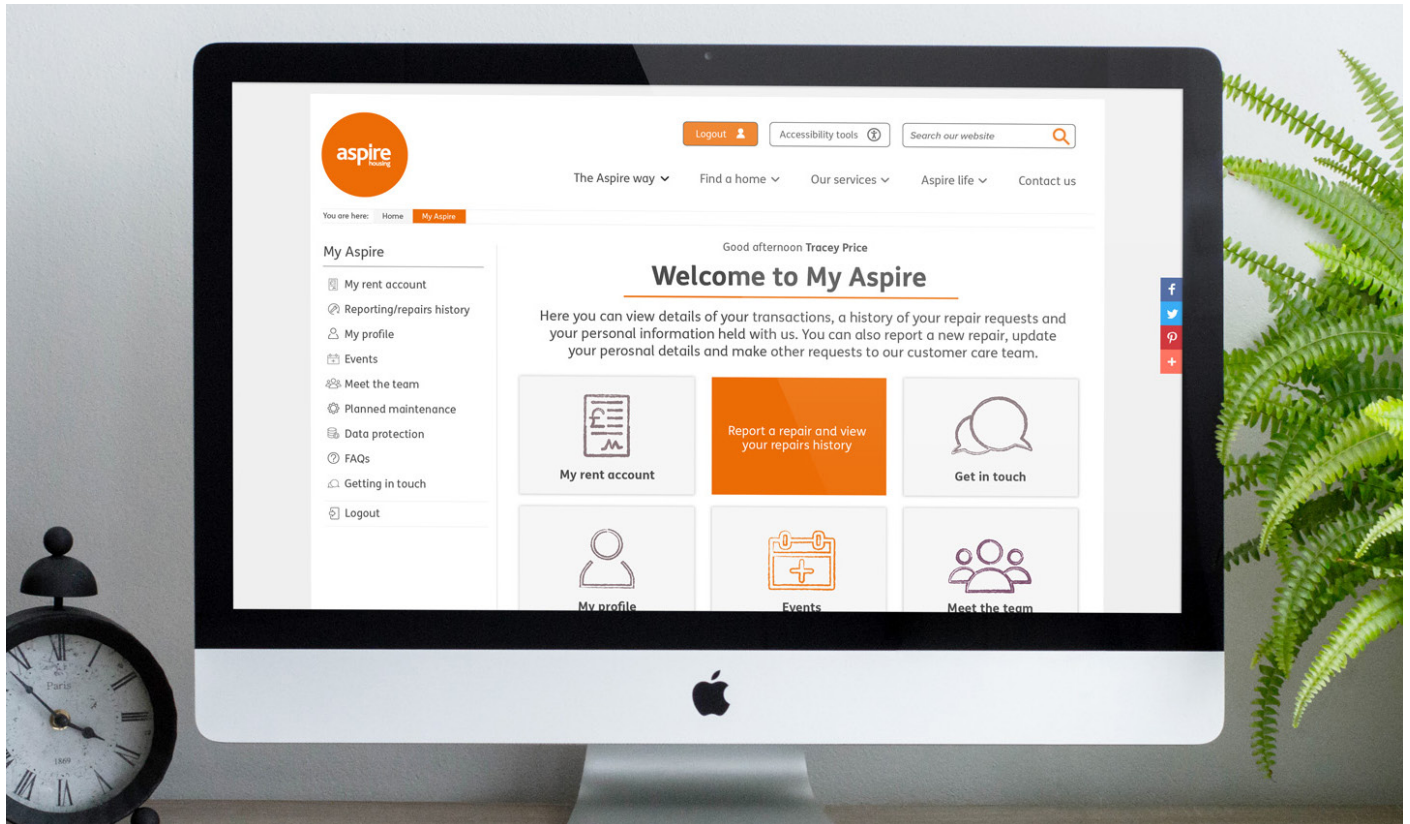


## Aspire Housing opens the door to tenant self-appointed repairs



**£2.3million**

nominal savings through  
Tenants self-registration

**Over 75%**

of all payments are made  
through the self-service portal

**3,400+**

repairs reported  
online per year

Aspire Housing provides affordable rental homes in Staffordshire and Cheshire for more than 20,000 customers.

### The Challenge

As part of their digital transformation journey and commitment to customer service, Aspire Housing wanted to push the boundaries in building a self-service portal that would provide their customers with a true 24/7/365 solution.

The new website and portal needed to deliver an incredible customer experience, no matter which device was being used, with engaging customer journeys combined with frictionless self-service opportunities. The solution therefore needed to integrate with their back-office systems for maximum automation.



The launch of the website and portal is the culmination of an incredible amount of hard work by our internal teams, and our delivery partners. But it is just one part of a larger digital transformation and renewal journey at Aspire Housing, to ensure we offer our customers choice about how they can communicate and transact with us. The whole business is driven to embrace technology and the benefits it can bring.

With this in mind, we will be working with **VerseOne** to help define the next steps on our digital journey.

*Elaine Needham, Group Head of Marketing & Communications Manager at Aspire Housing*



# VerseOne Powers the Solution

In an exciting collaboration between the housing association and VerseOne Group, Aspire Housing launched of their brand-new website and tenant self-service portal in early 2018.

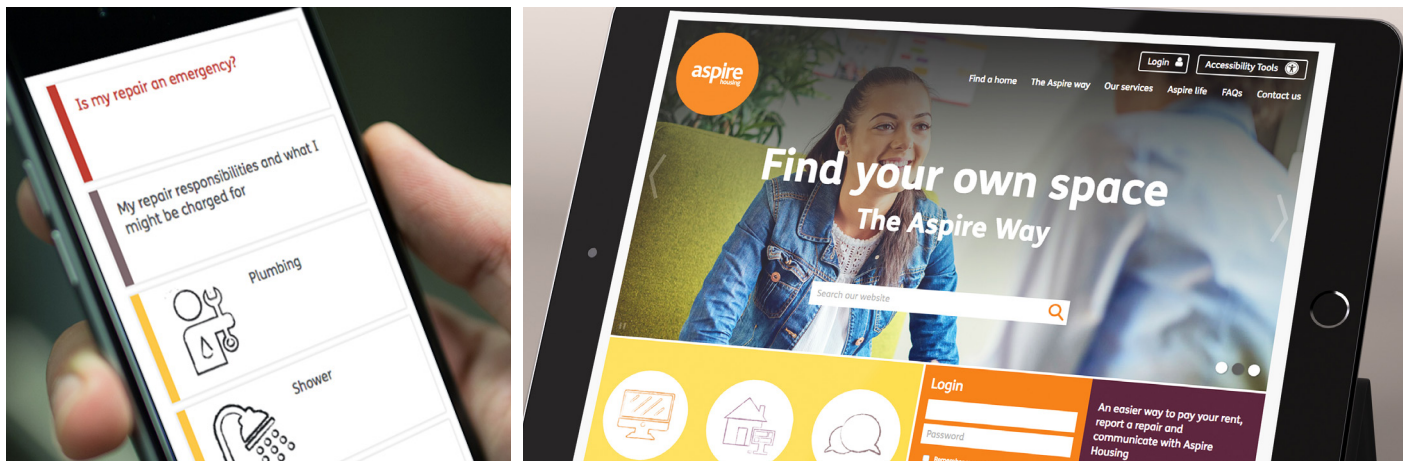
Features include automatic user validation, tenancy details, rent balances, payments and direct debits—all delivered in real time.

Crucially, the portal also provides tenants with the ability not only to diagnose their own repairs with an intuitive, easy-to-use graphical interface, but also to choose their own appointment time slots—using the same contractor availability rules as used by Aspire Housing’s customer service agents.

In July 2017, Aspire Housing’s Cerris Homes—another successful collaboration with VerseOne—was the first housing company to deliver a digital by default, online Shared Ownership Application Process; the Aspire Housing portal’s real-time, self-appointed repairs is another example of the company driving innovation in the social housing sector.

To provide the most robust solution, VerseOne Group partnered with Manifest Software Solutions—a software integration specialist with particular experience with Orchard’s housing management system.

Of course, delivering these features required the integration of a number of interlocking systems: including Orchard’s housing management system, Cloud Dialogs, and the HandePAY and Barclaycard payment gateways.



## The Benefits


Aspire Housing had engaged with tenants at specific points throughout the project: the buzz created by this, as well as the smooth execution of the pre-planned marketing strategy, meant that customers started signing up from day one.

This consultative strategy has paid dividends since go-live:

- 4,200+ tenants registered in 18 months (over 55%);
- 75% of payments made through the website and portal;

- 3,400+ repairs reported online each year (20% self-appointing)—over 850 work hours saved, providing a nominal saving of over £79,125;
- 11,600+ Live Chat sessions—with 94% of customers saying that they would use it again;
- more website hits in the first 6 months of 2018 than in the whole of the previous year.

This success translates not only into tens of staff man-days every month, but also represents a return on investment of over £2million in the first 16 months of the portal’s lifetime.

	Estimated savings		Estimated Annual savings
	<p>4,287 registered tenants</p> <p>Nominal savings @£560 pa</p> <p><b>£2,400,720 pa</b></p>		<p>3,440 Repairs—of which 673 are Self-Appointed Repairs</p> <p>2,532pa x 0.25h = 633h saved x £125 per hour =</p> <p><b>£79,125 pa</b></p>