

Stockport Homes Group

One team, transforming lives

**Involving customers in our
digital journey**

About me

- Over 20 years marketing and communications experience
- 17 years at SHG focusing on a range of areas
- Now specialising in digital marketing

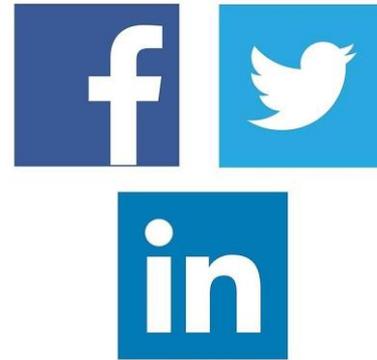


Nicola Poulter, Senior Digital Marketing and Comms Officer

SHG Story



Proud to be part of SHG



A screenshot of the Stockport Homes website. At the top, a dark navigation bar contains links for 'Corporate', 'Contact us', 'Careers', 'Venue at Cornerstone', and 'myonline'. Below this is the Stockport Homes logo and a search bar with the text 'Find a home', 'My home', 'Advice and support', 'Community', 'About us', and 'Search'. The main content area features a dark sidebar with icons for home, messages, favorites, help, and accessibility. The main content is split into two sections: a dark blue box on the left with the text 'Who are your shining stars? Our Customer Star awards are now open!' and a 'FIND OUT MORE' button; and a larger purple box on the right with the text 'Who are your Shining Stars in 2021?' and 'Send us your nominations by 15th October 2021'. The purple box also includes the 'STARS AWARDS 21' logo and a chat icon.

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SHGs digital journey

- In first year of an ambitious 5 year transformative programme
- Collaborative service design with customers
- Central to innovations is engagement with customers

SHGs digital vision

- Digital by choice
- Digital services that customers choose to use
- Free up capacity for more vulnerable customers

Digital projects

- Implementing new housing management system with new customer portal
- Brand new SHG website and updating five other websites across the Group
- Implementing a chat bot on our Stockport Homes websites
- Digitising internal processes
- Use of Alexa for contacting Stockport Homes / reporting repairs etc
- Digital technology in homes



Involving our customers



- Customer voice at heart of SHG
- Consult on what customers can influence
- Customer personas
- Discovery sessions / workshops
- Testing / trialling
- Door knocking

Involving our customers

- Digital champions
- Customer groups / customer scrutiny panel
- Surveys
- Feedback to customers
- you said, we did
- Benchmarking





CUSTOMER PERSONAS



Stockport Homes website

How this feeds into comms



- Audiences
- Messages
- Digital services
- Channels

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Any questions?

Nicola Poulter, Senior Digital Marketing and
Communications Officer