

A CASE STUDY WITH PEABODY

Delivering excellent
customer service through
digitisation and powerful
work order management.



A SNAPSHOT

Helping Peabody transform.

Social Housing Providers are working hard to transform legacy processes and adapt operations to the changing needs of digitally-savvy customers. This, in a time of cost pressures, added regulatory scrutiny and slashed budgets. What some may see as an overwhelming challenge, Peabody saw as an opportunity to innovate on service delivery.

In the last year, we've been working closely with Peabody to transform customer journeys for its residents by focusing on a few key areas: implementing agile technological solutions into its operations, introducing flexibility into its supply chain and leveraging the strength of its local communities.



Agile mobilisation

From 3 months to just 6 days



Faster fixes

93% 'first time fix' rate



Great reviews

90% positive resident feedback

► Find out more

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A CLOSER LOOK

A closer look at Peabody.

Peabody has over 150 years of experience and expertise.

The Peabody Group owns and manages more than 66,000 homes across London and the South East. The housing provider also has over 18,000 care and support customers. With a diverse range of customers including tenants and leaseholders, Peabody's aim is to offer better digital access and it has been modernising its services to improve the customer experience for repairs.



150 years of experience and expertise



Owens and manages more than 66,000 homes



Over 18,000 care and support customers



► **Find out more**

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The impact of close partnership working.

A simple, radical new way to deliver services.

We worked closely with Peabody's operational teams to challenge their operating model, tackle visibility of works, issues with call centres and resident communication - which were impacting the customer repairs journey KPIs. Here are the outcomes.

Challenge #1 New Technological Solutions

Amidst a procurement exercise to take on new responsive repairs contractors, Peabody sought innovative suppliers that could bring new technological solutions to the table.

Outcome

Following a demo, Plentific's web-based platform impressed Peabody enough that their team took a considerably agile approach to implementation. In just six days, they mobilised a team of seven in their customer contact centre to manage the platform.

This was typically a three month process for Peabody, but they were able to prove the platform's validity in a very short period of time. Many factoring challenges were managed through fantastic partnership working. Plentific was on site for the start of the trial to support.

Challenge #2 Delivering Great Customer Service

Peabody was experiencing a high volume of calls to its customer contact centres, with residents chasing contractors - which was impacting customer satisfaction and efficiency of repairs.

Outcome

Plentific's dashboard offered one source of truth for all customer communication - so follow-up conversations with customers became easier to manage. Repair works and contractors could be tracked precisely to offer customers full visibility and scheduling updates.

Peabody's customer service satisfaction company held 176 phone interviews shortly after to analyse and compare results to a large incumbent contractor. Both 'first time fix' and repairs satisfaction was significantly higher with residents.

Continuing to deliver during challenging times

Peabody moved quickly to protect its employees and residents while keeping essential services running in response to the Covid-19 pandemic. Using the Plentific platform has helped to maintain services during uncertain times whilst supporting local contractors. 1300 new jobs were completed during the April-June lockdown period.

Challenge #3 Strong Innovation Partners

Peabody wanted a technology partner to challenge and streamline its operations and decision making, and demonstrate how services could be adapted across different parts of its portfolio. All without compromising key touch points in its customers' journey, which it feared might have to be sacrificed to bring about repair efficiencies.

Outcome

Peabody took a cohesive and dynamic approach with the Plentific team to carry out a major trial. 650 repairs were delivered in a week across London, covering 24,000 properties, managed entirely on the Plentific dashboard.

This effortlessly met all customer demand and the overall feedback from customers was to "keep doing what you're doing". Since this successful trial, a total of 16,500 jobs have been completed using Plentific, with average completion time as of March 2020 being under 10 days.

Challenge #4 A Radical New Way To Deliver Services

Peabody wanted to improve its service delivery to better manage capacity, making repairs faster and more efficient. Its operational teams also sought data to improve service delivery and create opportunities for better tracking, reporting and headroom in their operations.

Outcome

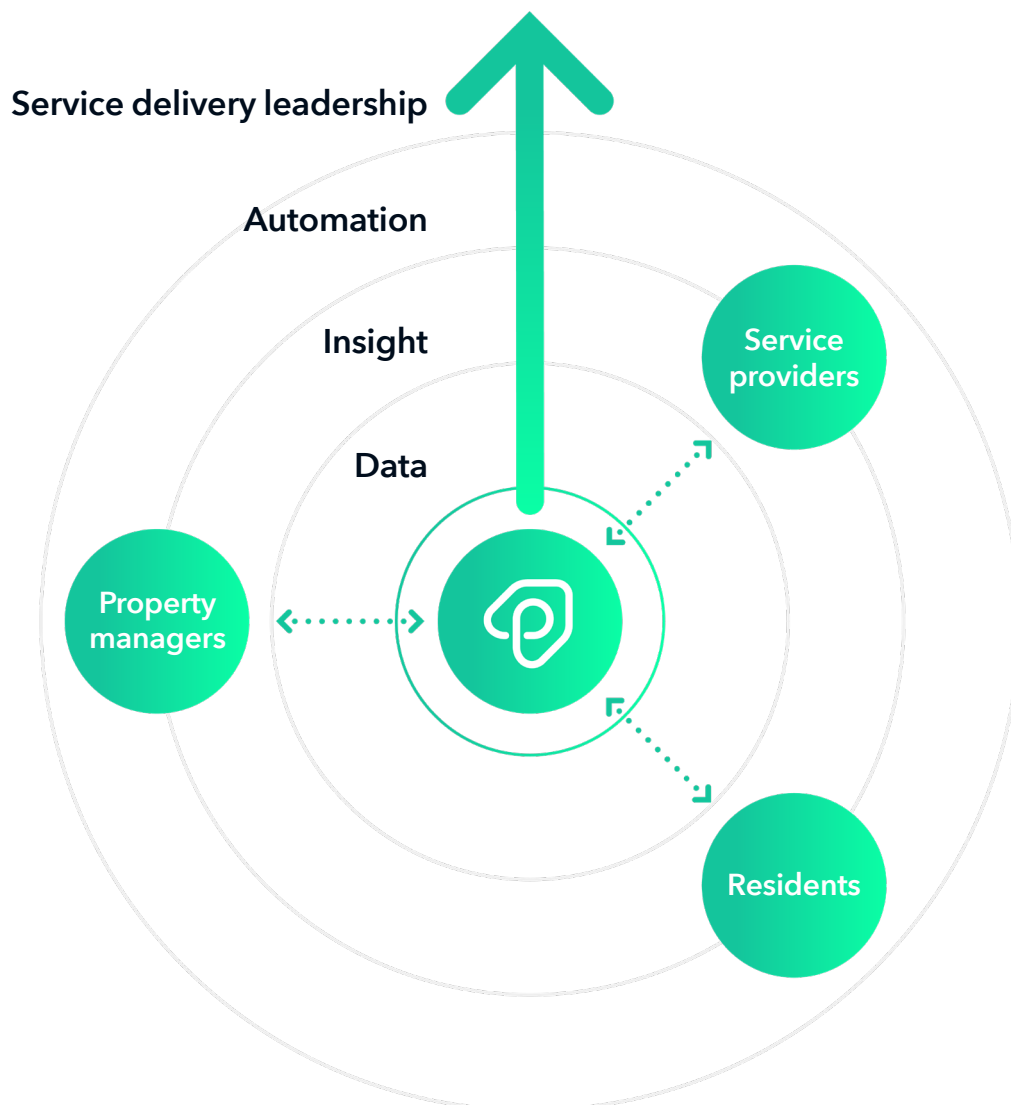
Plentific's platform gave Peabody access to thousands of local contractors, significantly improving their capacity to deliver repairs quickly – in many cases allowing them to complete repair visits on the same day. 170 unique contractors have been used since October 2019.

It's also essential that Peabody learns and understands its customers' evolving needs and expectations and rich data from the Plentific platform continues to provide key learnings. Peabody is also able to get direct feedback from front line teams to improve Plentific's development as a tool and to continually improve its own customer service.

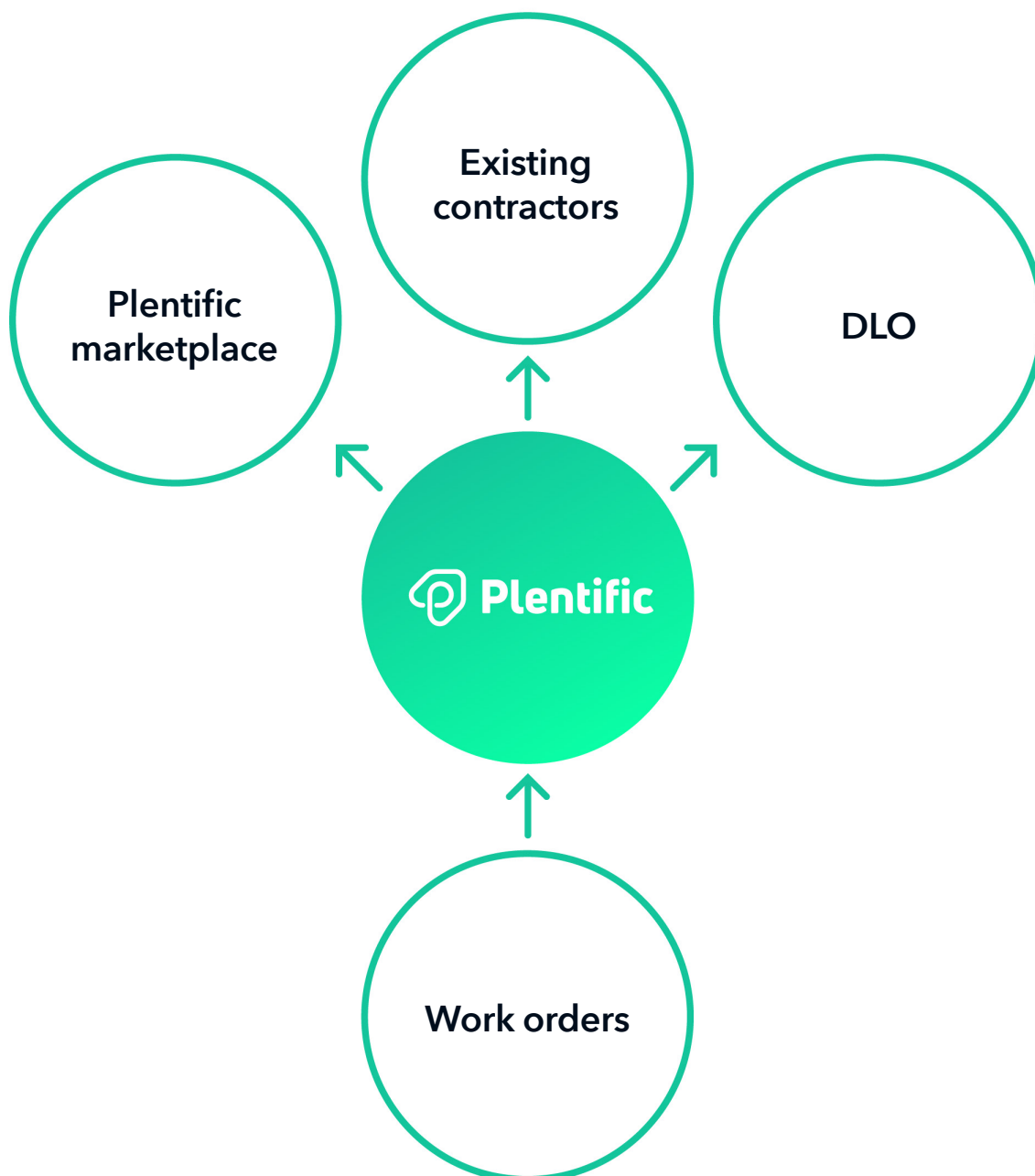


Empowering teams from start to finish.

Since July 2019, the team using Plentific has been empowered to work directly with the contractor managing the repair, rather than through an administration team. They negotiate on bids for work and once appointed, see the contractor journey through from start to finish.



Rather than using a contracts manager managing a large scale contract which Peabody has always operated, the team in our customer service centre now manages individual contractor relationships. As a result they have better communication with their customers; one of the key objectives they had set out to improve when selecting a contractor.



WHAT PEOPLE ARE SAYING

Operational and resident feedback from Peabody.



Ashling Fox

Chief Operating Officer at Peabody

"The idea is firstly to provide choice and control to residents, enabling them using the Plentific platform. Customer satisfaction using the system so far is close to 90%."

Residents

"I have never had such professional work done at my property in the 17 years I have been here. Outstanding. Arrived when stated. Cleaned up after themselves and such nice, friendly, genuine men."

Resident, Peabody.

"The operative was very professional, courteous. He went over and beyond with his work. Very happy. He/his company are a credit to Peabody"

Resident, Peabody.

"I've lived in Peabody for over 50 years and this was one of the best. 10 out of 10."

Resident, Peabody.

► Find out more

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GET IN TOUCH

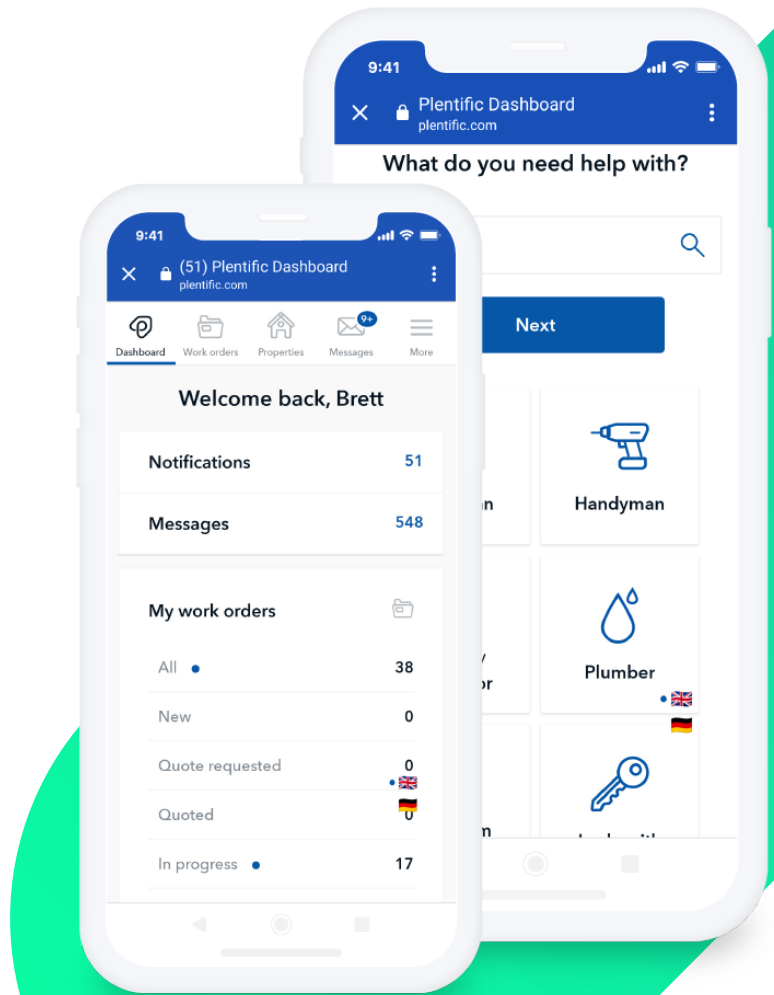
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