

Achieving Customer Experience Excellence in Housing

1st February 2024



“We put the customer at the heart of everything
we do...”

(Except when we create new digital services?)



Travelling back in
time...

“Let’s be clear, service design is the design of services. However, seach online for service design right now and you’ll find a seemingly endless array of ‘toolkits’ and ‘design processes’. Five circled grids. Double diamonds. Mental models.

You’d be forgiven for thinking it was about the process of design rather than **changing outcomes for users.**”

Lou Downe is the author of the bestselling book Good Services and former Design Director of the UK Government



It's about human experience

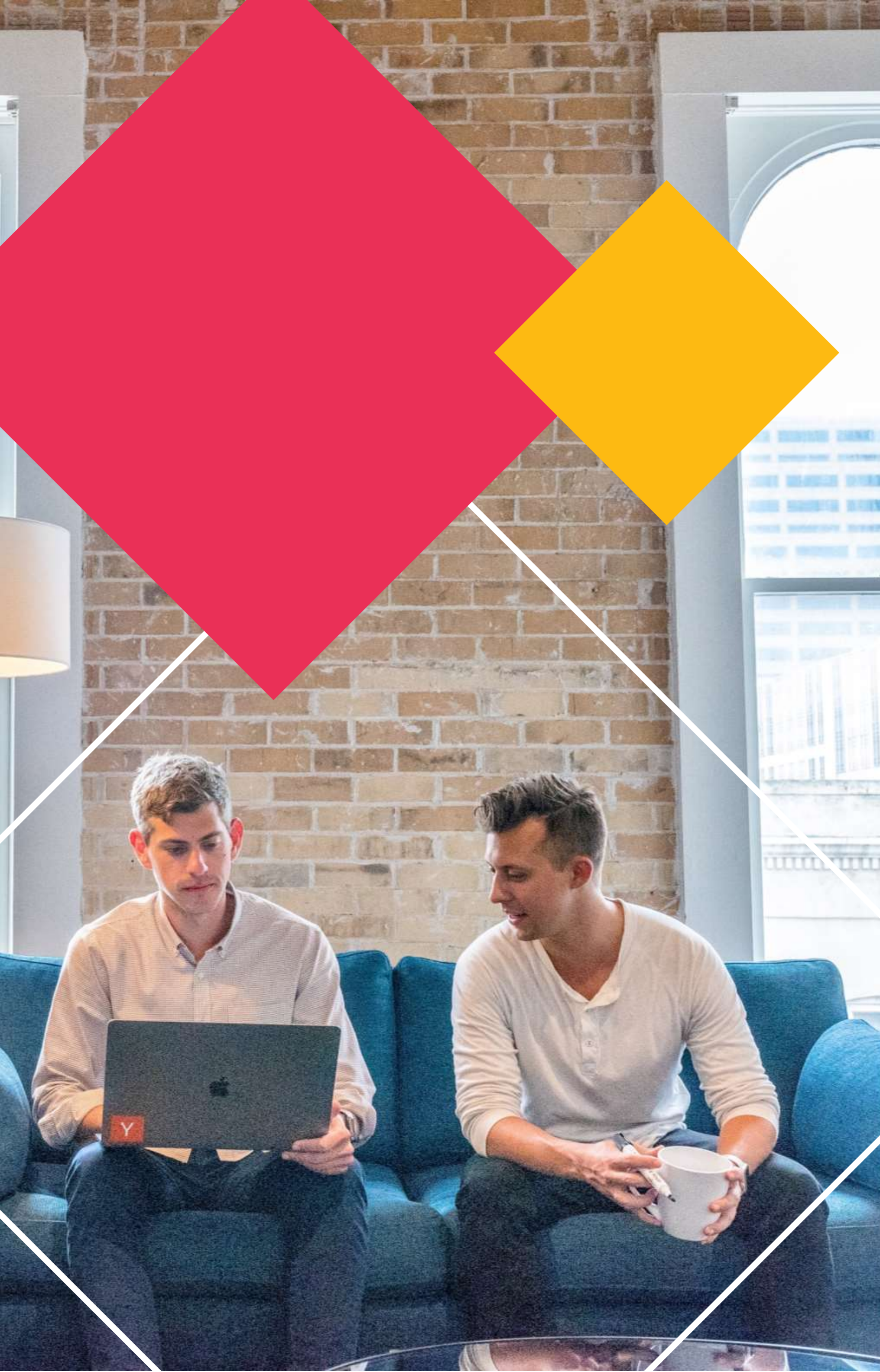
Service design is:

- Holistic
- Participatory
- Cross functional
- About the human experience
- Applicable to digital and physical services

It balances user needs with business viability and operational and technical feasibility.

It is not about giving people everything they want.

It is about creating the easiest way for people to do what they need to do, within any constraints.



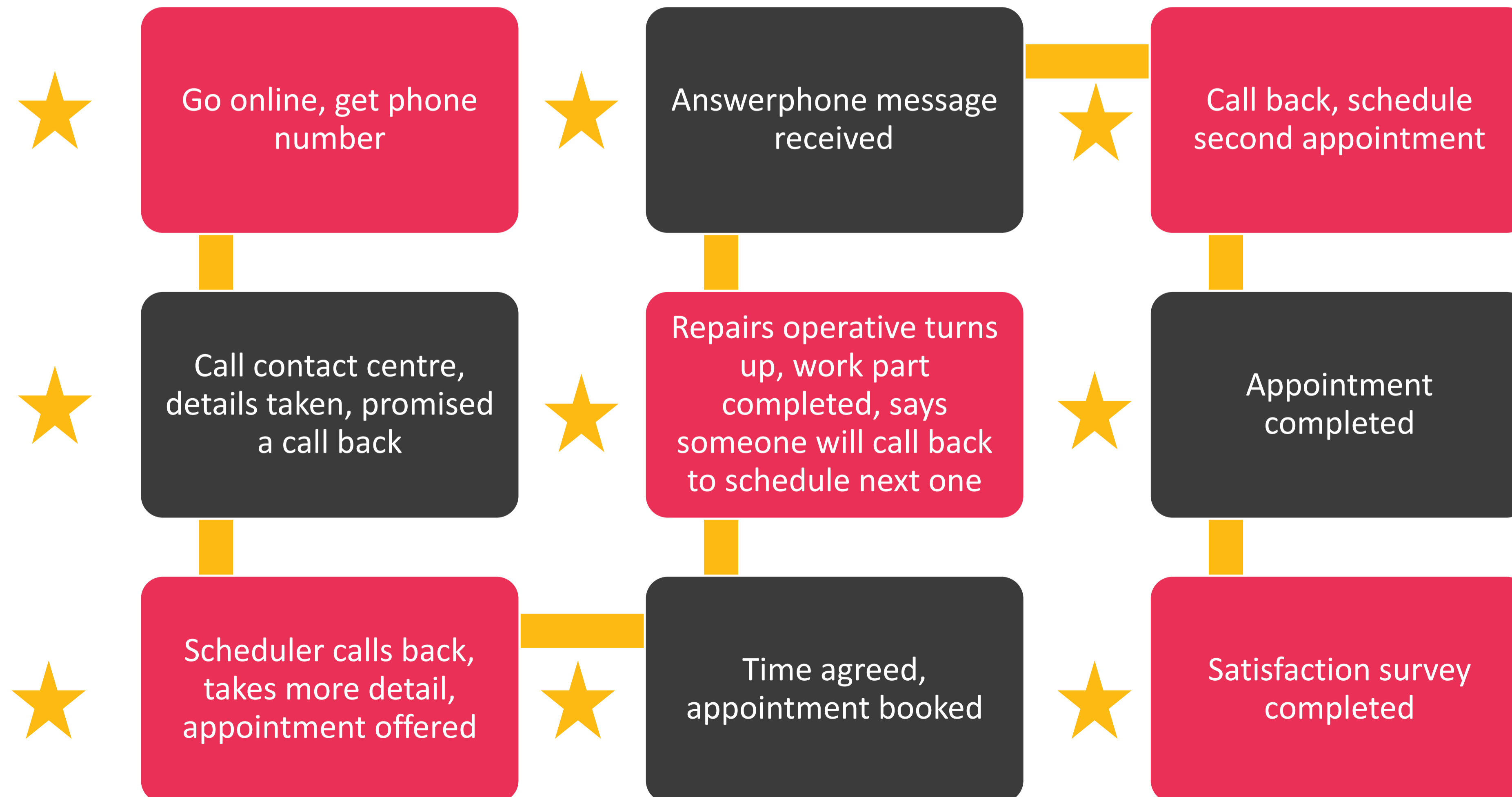
Designing whole services

Map services, not processes

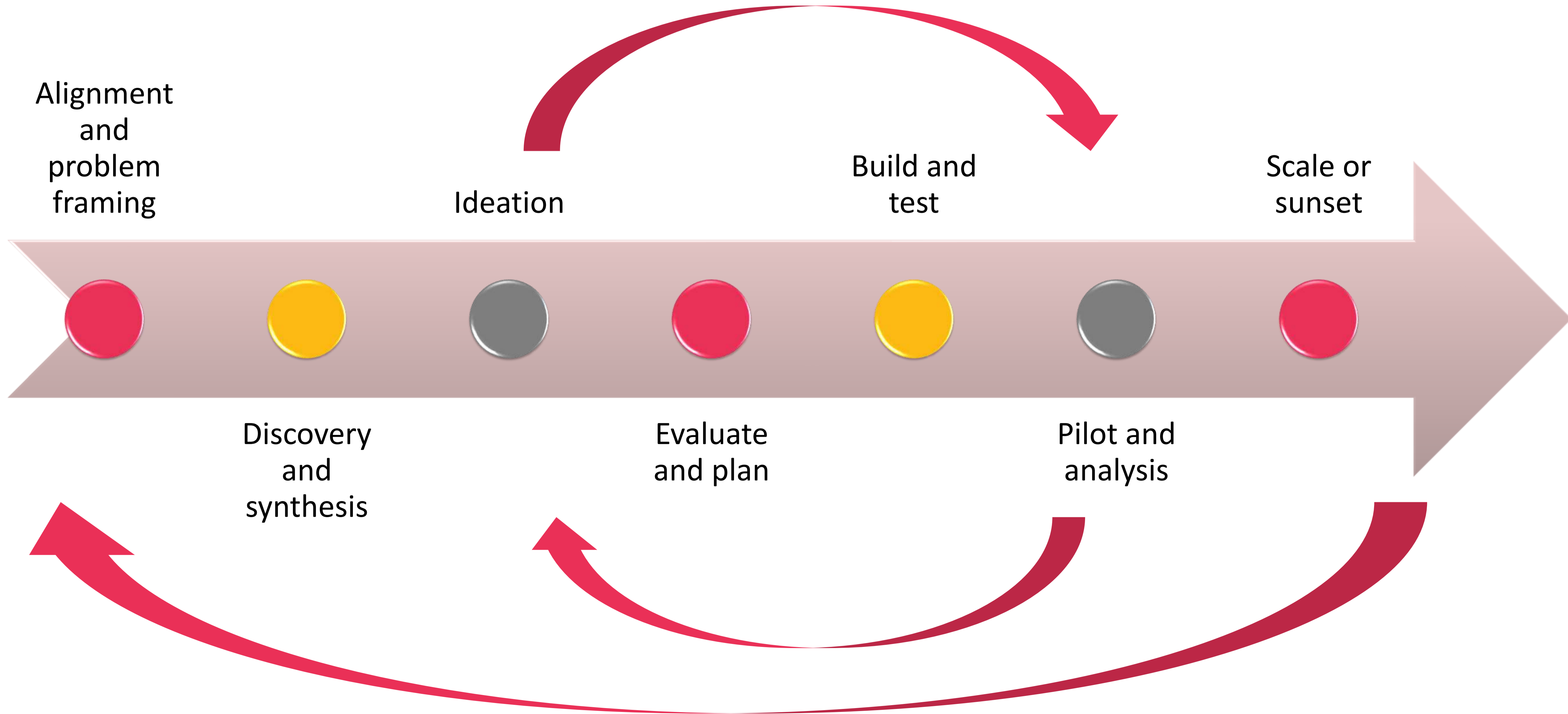
Front to back

End to end

Across all channels



How does the process work?



It's about the people...

After WHY, Think WHO – before HOW, before WHAT

Start here!

Why?

What's the thing that needs to get better?
What's the real problem to solve?

Who?

Who is impacted by the change, or needs to be involved in it? Involve them!



How?

How will you go about involving the real users of the solution in its design?
How will you break down what needs to be done?
How will you know if you're successful (have you answered the why?)

What?

Now you know the who, why, how and have done enough Discovery, what is it you need to build (if anything) and what technology best meets the need (think of the jigsaw puzzle and not your own silo!)

Not here!

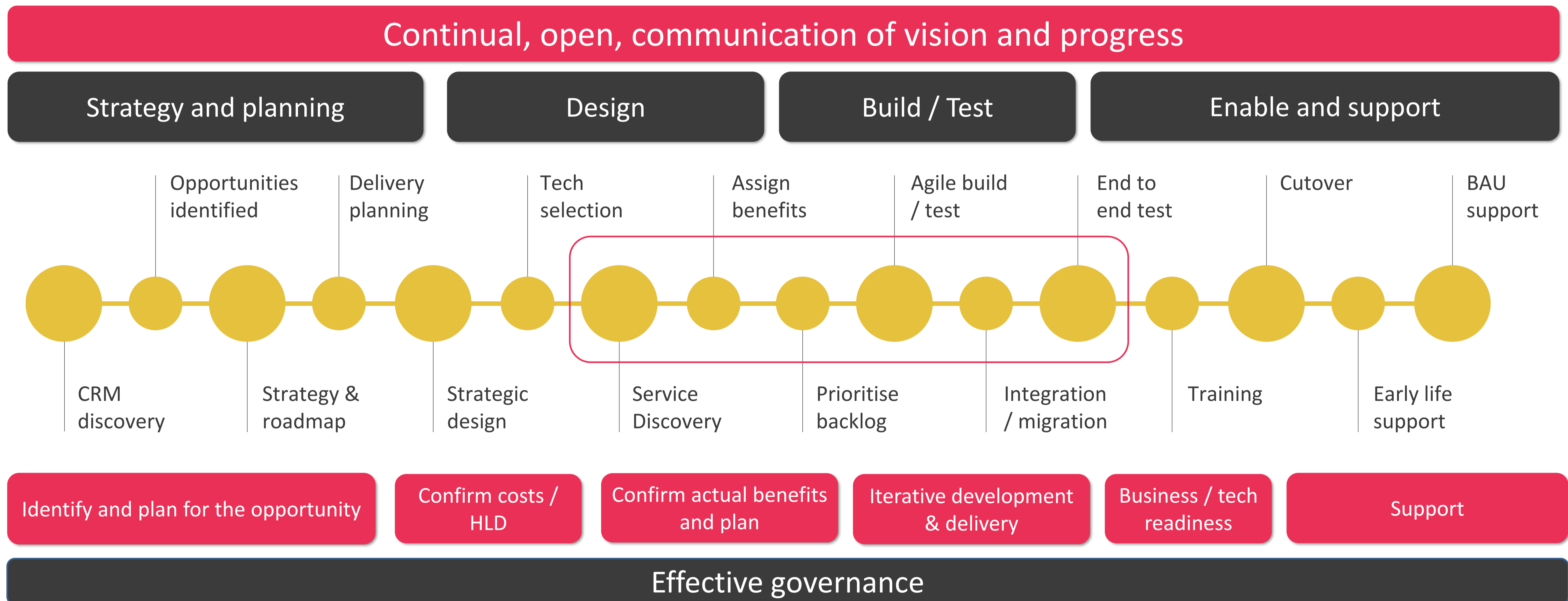


**Just because you can, doesn't
mean you should...**



**Build it and they will
come?**

Customer Success Framework



Top tips

- Start with WHY
- Involve real users
- Look at the end to end experience
- Consider all possibilities
- Don't just digitise 'as is'
- Try, measure, scale
- Just because you can, doesn't mean you should!



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