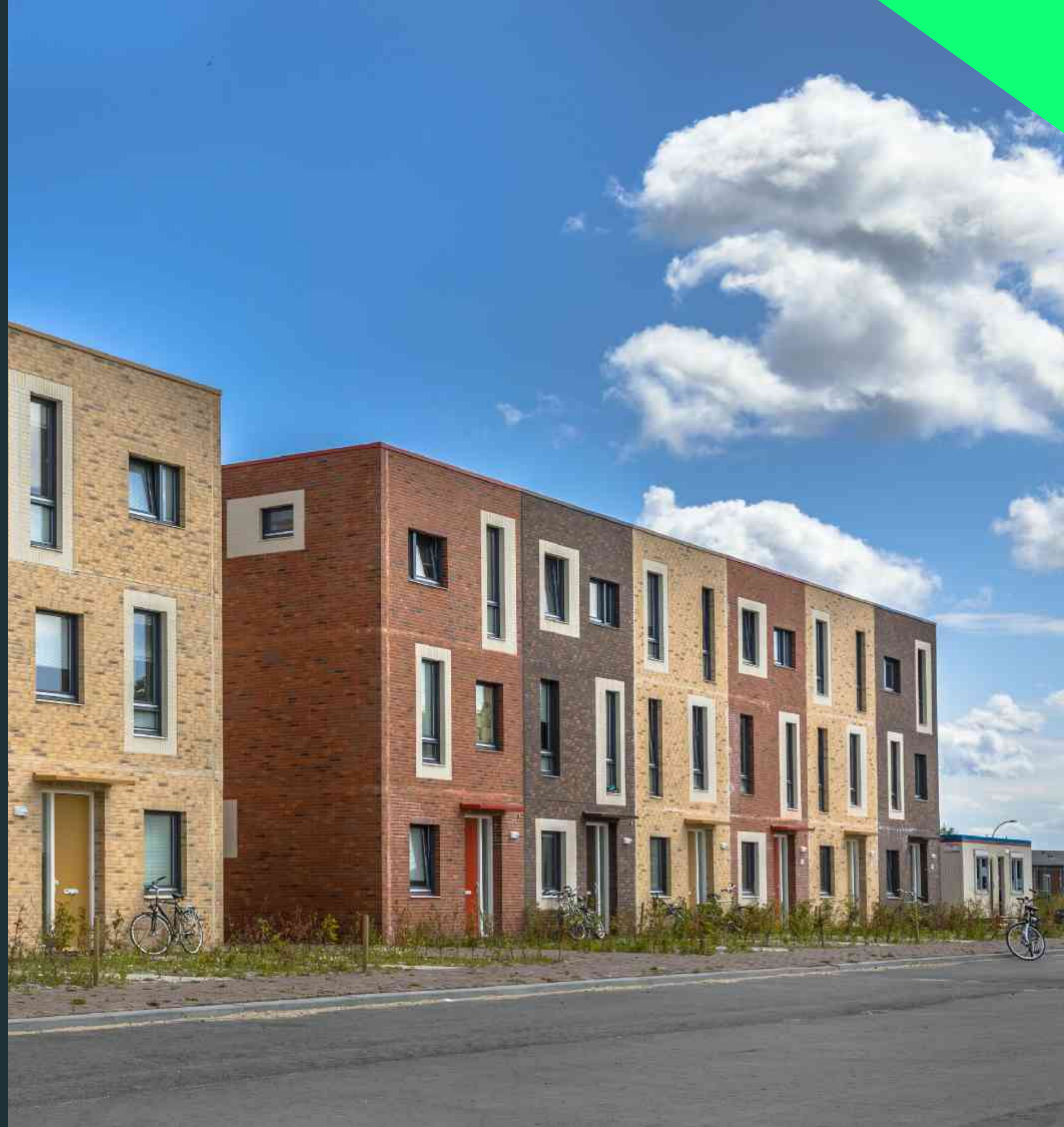




A smarter way to maintain your properties

A fusion of property professionals, skilled trades and simple technology that makes rental property maintenance #HassleFree





Ministry of Housing,
Communities &
Local Government

A new deal for social housing

Cm9671

UK Government Green Paper

In August 2018 the UK Government published a green paper entitled ‘A new deal for social housing’. Aimed at improving the relationships that tenants have with their landlords, the paper looks to address the negative feelings that those living within social housing have claimed are prevalent. These include a lack of respect, being ignored and stigmatised. With more accountability being placed on councils and housing associations (HAs), many are now starting to look at ways to improve their customer experience and use digital tools to support and drive new initiatives.

The Grenfell Tower disaster powerfully demonstrated the sentiment of ‘voices not being heard’ and has led to a determination to change on all sides. Where once a great customer experience was a nice-to-have (and rare among HAs) it is now expected and the absence of it is increasingly conspicuous. The sector has a long way to go before it can change the general perceptions that exist within the resident communities but there is momentum and determination to act.

Using digital services to support a customer experience is commonplace across the sector, yet the maturity, effectiveness and usability of those services often falls woefully short of modern expectations. Understanding that the requirements and ambitions stated within the green paper are not unlike any other sector that places value on customer experience, we can then look outside of the housing sector for inspiration. We can learn from successful digital service provision and directly support initiatives coming out of the green paper.

9m

people live in the
social rented sector
in England, just
under a fifth of all
households

Source: UK Government green paper 'A better deal for social housing'

90%

of consumers expect
organisations to
offer an online
self-service portal

Source: Microsoft, 2018, State of Global Customer Service Report

£2.7m

saved by a single HA
each year through
increased tenant
engagement

Source: University of Westminster study with Amicus Horizon

£100m

savings being
achieved through
effective channel
shift 'portals' across
central government

Source: UC Today project driven by Squiz portals

The findings from the green paper are grouped into five key areas. Each is supported by evidence taken from research that included talking to thousands of tenants about their experiences with landlords. If the five areas could be themed it would be reasonable to group them under the heading of ‘customer experience’ (CX); each highlighting areas for improvement.

Improving CX involves looking at operational processes across the entire customer journey and digital typically plays a key supporting role in many of those processes. Assessment of the effectiveness of current digital services should be carried out without bias. If a portal has been provided to tenants to enable them to report a repair, for example, then have the converted numbers using the portal been at the levels expected? Does the portal provide a smooth, hassle-free alternative or is it a slow and problematic solution that fuels further frustration?

We’re encouraging landlords and agencies of all sizes, including councils and housing associations to look at the challenging touch points within the customer journey and consider where digital services can support or automate the experience.

“The complaints process is opaque, inaccurate and chaotic with too many stages and little clarity on the roles and responsibilities of those involved.”

Green Paper Directives		Digital Solutions
1	Ensuring homes are safe and decent	Effective, customer focused portals
2	Effective resolution of complaints	Dedicated Mobile & Web Apps Resident Community Engagement Sites
3	Empowering residents and strengthening the regulator	Live, real-time communication tools
4	Tackling stigma and celebrating a thriving community	Know your home and Knowledge Base Engagement marketing
5	Expanding supply and supporting home ownership	Gamification



Rebalancing the resident/landlord relationship


The foundation of any customer experience program is a solid understanding of the customer journey. As tenants interact with your staff and services, they build a mental satisfaction measurement, which is directly reflected by and associated to your brand. That experience is everything and even the smallest of positive changes can have a large impact on the reputation and image you project.

Looking at the tenant experience from the outside is a beneficial process that encourages organisations to view things from a different perspective. Removing internal processes that have no relevance to a tenant and removing the need to work around legacy systems provides a fresh view of what a great experience can look like. Mapping the existing experience and highlighting pain points provides a plan for improvement. Defining the improved experience provides the end goal.

One approach to this is to create detailed personas and map out their current touchpoint with the services they interact with. Workshops with tenants and internal stakeholders across the business can provide the mix of perspectives needed to critically assess your own process and define the goals and objectives from both sides.



Centering your customer experience around your tenants, means understanding them first. Persona profiles provide the foundation for user centric digital services.



Rebecca

User | Private Renter

Age	Job	Salary	Location
24	Administrator	£23k	Bromley, Kent

Profile

Rebecca has lived in her flat in Bromley for two years and dreams of one day buying her own home. She can't however, see a viable route to doing so in her current situation. She has very little disposable income and so finds it tough to save money.

She is thinking about taking a part-time university course in accounting to improve her career prospects and earning potential but she's worried about the cost.

Wants/needs

- Easily report and track repairs
- Find home documents and info all in one place
- Help understanding how to own my home
- Speak with customer services via live chat
- Pay my rent securely with just a few clicks
- Reminders/notifications when services are due

Pain points

- Reporting repairs is slow and frustrating
- Appointment times are inconvenient and sporadic
- Finding information online is difficult so I have to phone
- I seem to speak to a different person every time I call

Device Usage

iPhone



90%

Laptop



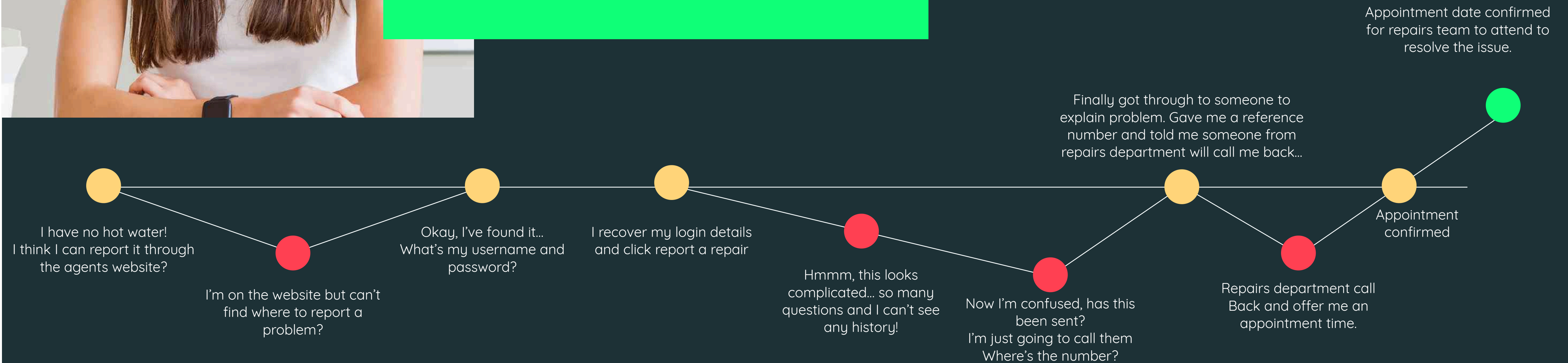
10%

“Reporting repairs is slow and painful, and I end up waiting days or even weeks for a resolution! Why is it so difficult? Help!”



Detailing the user journey flow for common tasks provides a visual map for improvement. Reviewing the journey from different perspectives can help challenge the **‘that’s the way it’s always been done’** mantra and encourage more progressive thinking. Digital services can then be planned in a way that directly supports an improved customer journey that is **centered around your tenants** and not dictated by legacy internal processes and systems.

GOAL: Report a Repair



A close-up photograph of a hand turning a chrome kitchen faucet. Water is flowing from the spout into a stainless steel sink. The background is a plain, light-colored wall.

Safe and decent homes

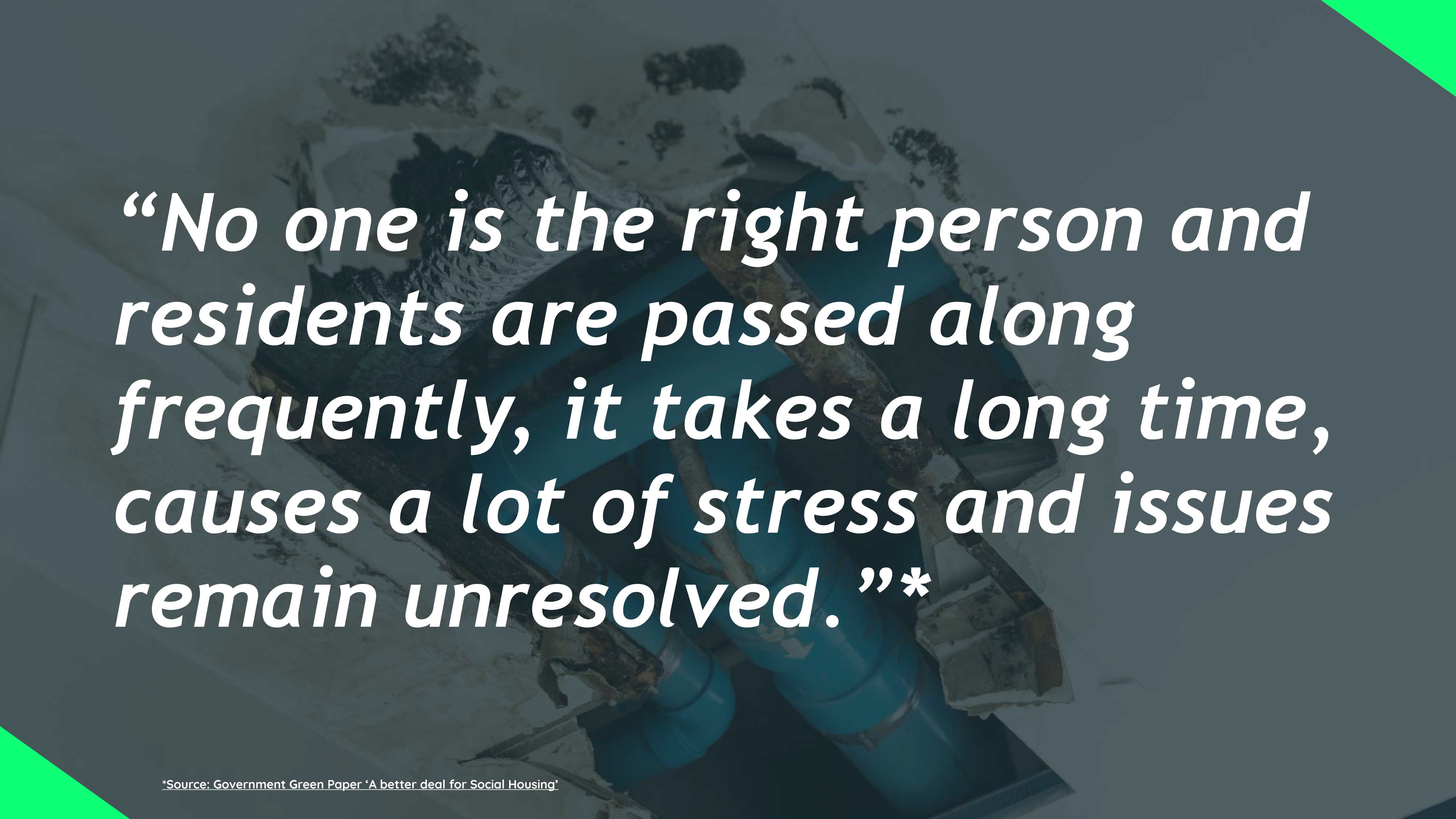
Understanding the customer journey provides essential insight needed to transform the user experience. In order for that journey to be effectively supported by a digital service, the key insights from any discovery phase need to be translated into functionality.

Tenants have high expectations for digital services. Those expectations are set through the use of digital applications that they use in their day to day lives. Facebook, Uber, Deliveroo and Amazon set the the bar high as they are intuitive, personalised and simple to use.

While landlords may not see themselves as digital businesses, tenants will have the same high expectations around the digital experience thats provided. Failures in that digital experience are evidenced through tenants defaulting to phone and email, which are costly and inefficient to maintain.

Reporting a problem or requesting a repair should be simple, efficient and personalised. Well designed, user-focused, self-service platforms can drive channel shift and provide a better service while reducing costs.



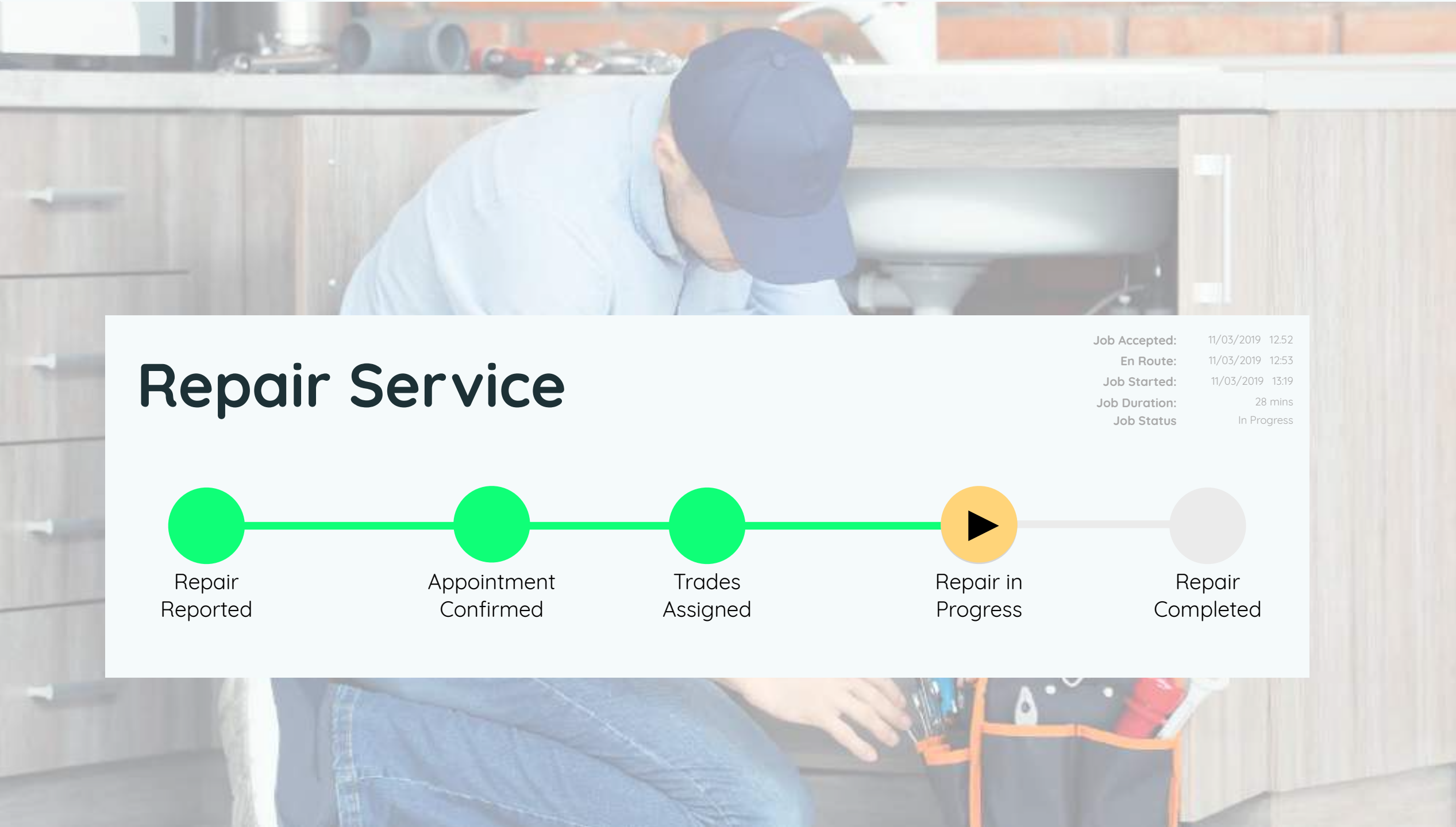


*“No one is the right person and residents are passed along frequently, it takes a long time, causes a lot of stress and issues remain unresolved.”**

*Source: Government Green Paper ‘A better deal for Social Housing’

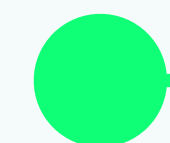


- Report Problems
- Request Emergency
- Manage Appointments
- Digital Documents
- Find Home Information
- In-app Messaging
- Profile & Payments



Repair Service

Job Accepted:	11/03/2019 12:52
En Route:	11/03/2019 12:53
Job Started:	11/03/2019 13:19
Job Duration:	28 mins
Job Status:	In Progress



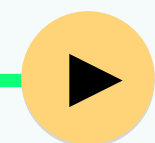
Repair
Reported



Appointment
Confirmed



Trades
Assigned



Repair in
Progress



Repair
Completed

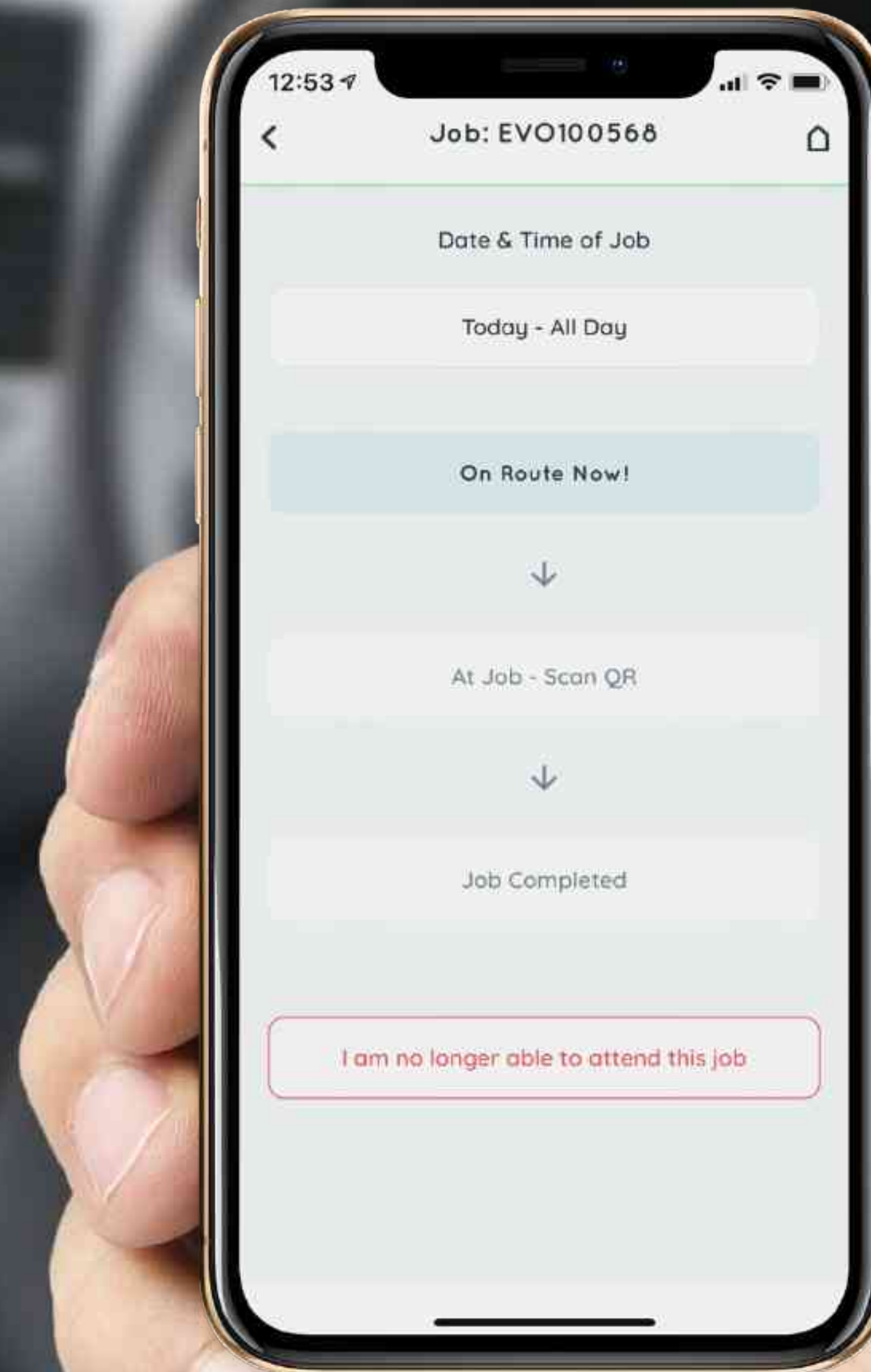
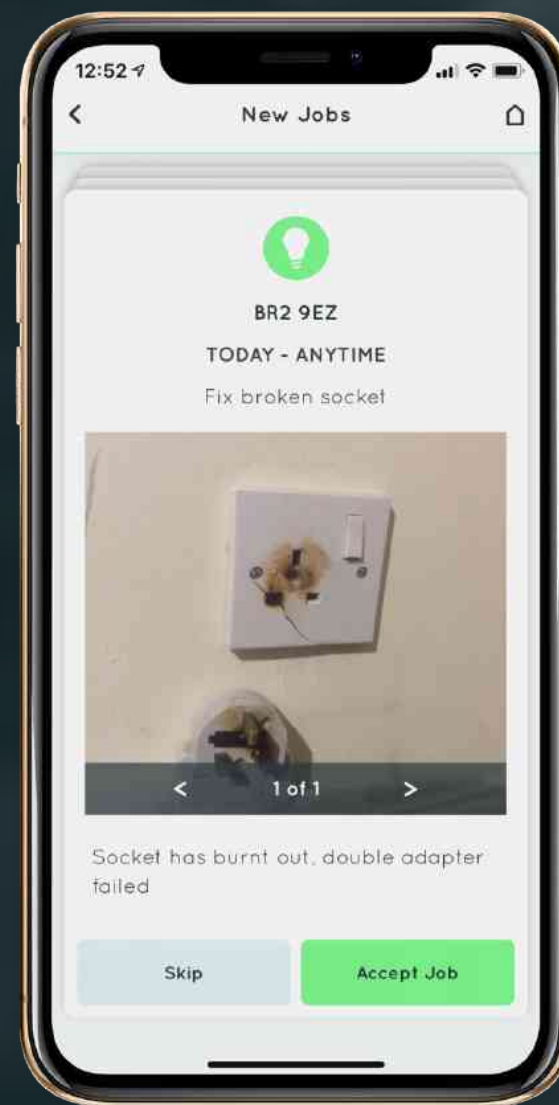
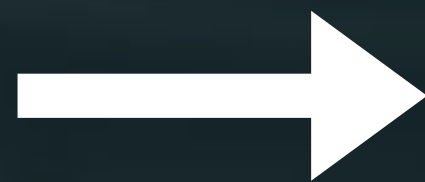
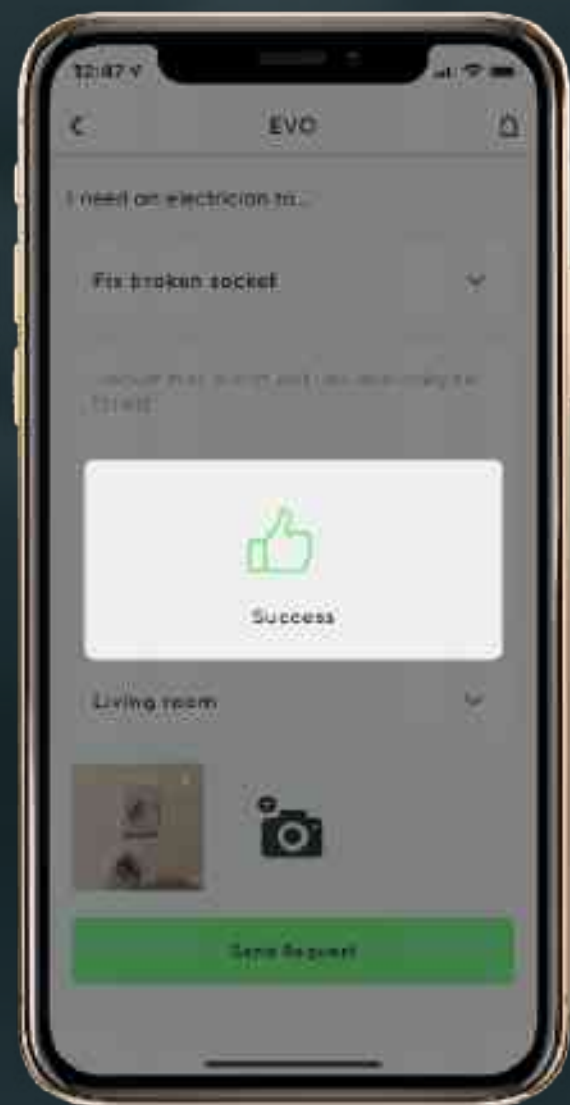
User focus

A well designed, user-focused digital platform will drive improved resident/landlord engagement and reduce costs. Booking repairs, managing appointments, sharing files and in-app messaging should all be driven through a **'single point to look'** platform. Evo have developed a beautifully simple property repair platform from the ground up that connects landlords, residents, trades and property managers together. Reducing costs, ensuring transparency and eliminating hassle for everyone.

Residents can easily report problems, request emergency assistance, manage appointments and find documents and appliance manuals, plus rate & review services, all via simple, familiar technology.

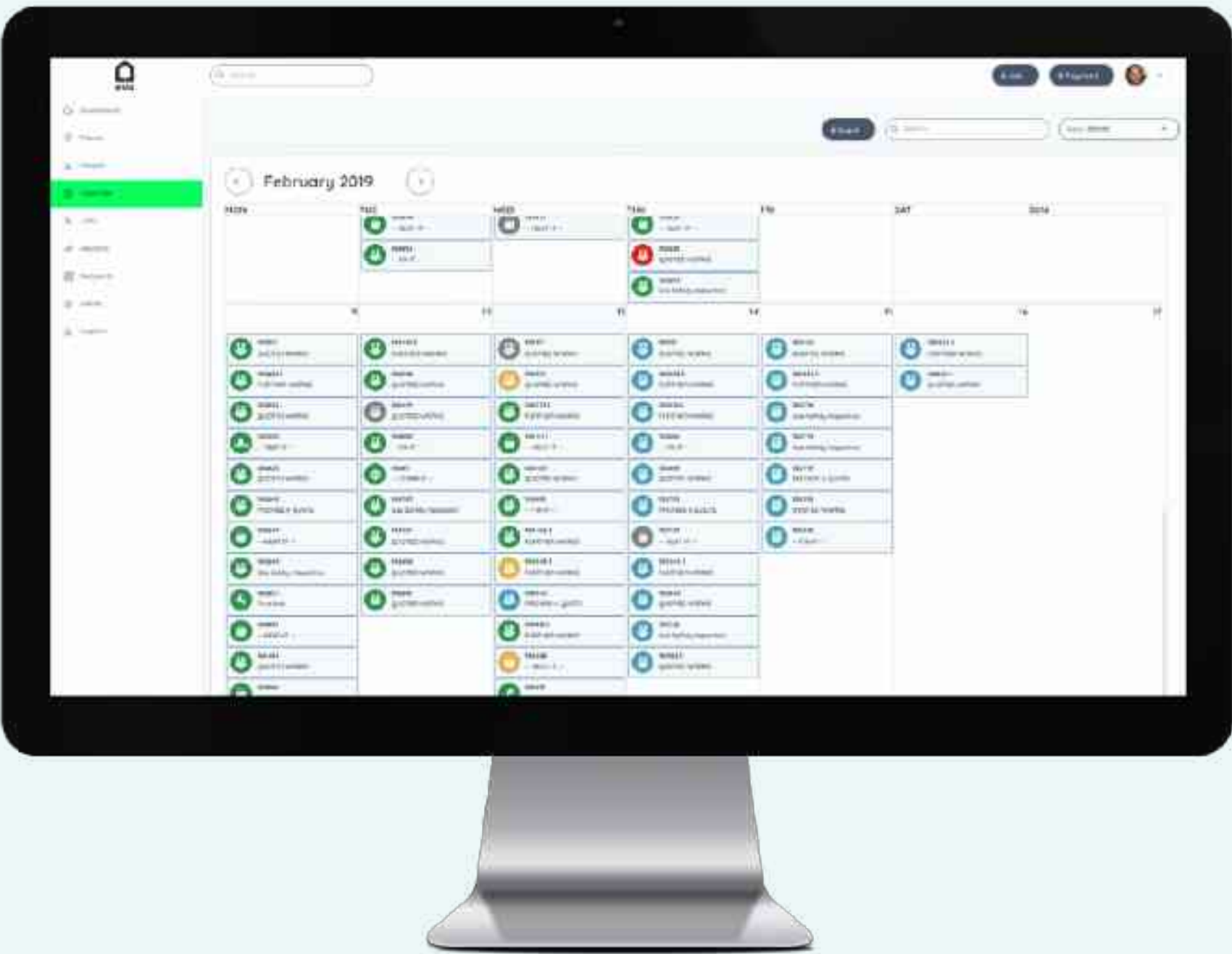
Tradespeople can accept service requests, tailored to their skillset and location with access to all relevant job information, history, photos and contact details ensuring faster response times and more first-time fixes.

Evo intelligently matches approved job requests to local, accredited, skilled tradespeople which improves response time and dramatically increases first-time fix rates.



By integrating data from across the organisation, Agents, Councils and Housing Associations can present information in new ways that create value for their landlord, tenants, employees and contractors - without the need to replace existing systems.

For example, information for repairs, servicing, emergency response and associated works are all reported through Evo, and connects to existing billing and CRM systems. Combining these together into one user-friendly, self-service dashboard allows landlords and tenants to connect to and engage with drives faster digital channel shift.



Benefits of digital self-service

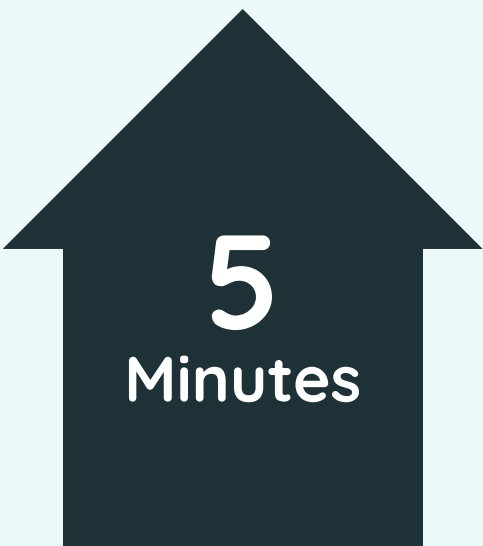
With access to detailed customer information at their fingertips, customer service employees can resolve enquiries faster, reducing average call handling time. When combined with reduced call volume from tenants using our app features, it's like having more hours in your day, or more employees on your team.

Example cost savings

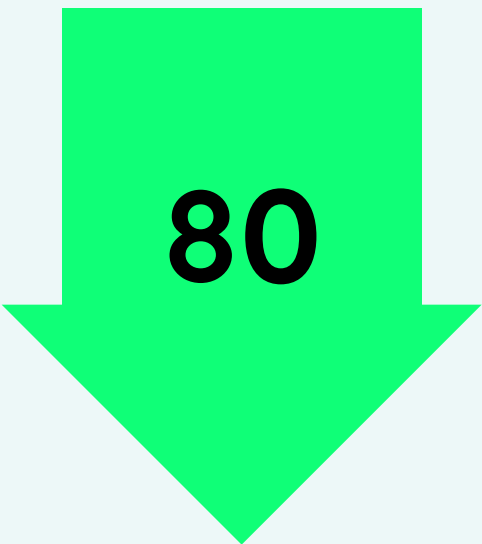
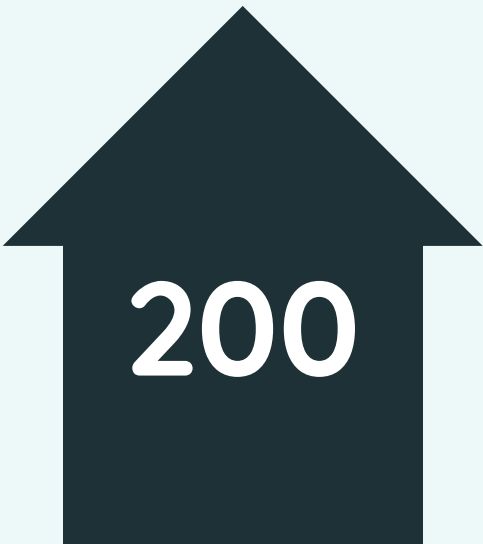
Pre digital self-service/
Channel shift

Post channel shift
with Evo Assist

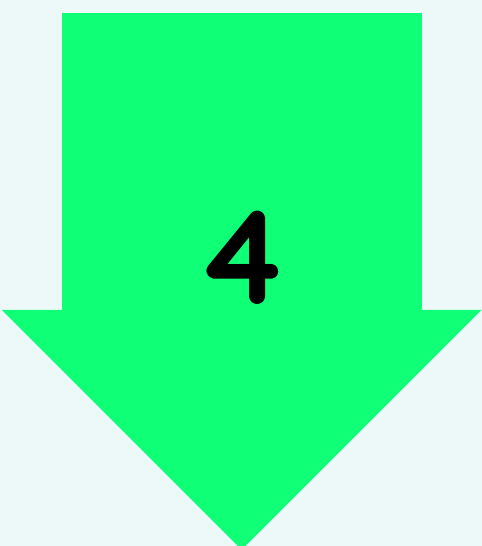
Average handling time
In minutes



Average calls per day



Total hours spent
handling calls per day



60% of calls move to online digital service



2%

Digital transaction cost
compared to face-to-face
interactions

Benefits of Channel Shift

Online transactions offer considerable time and resource savings for all involved, landlords, agents, councils and housing associations, as well as tenants and service professionals, when compared to offline channels.

To put it in perspective, a digital transaction costs around 2% of a face-to-face interaction.* **That's just £0.15 for every £8.62 spent on face-to-face interactions.**

Face to face



£8.62

Telephone



£2.83

Digital



£0.15

Automating repair requests by matching to the right trades removes hassle, increases satisfaction and returns more first time fixes, hugely improving customer experience levels with much lower costs to serve.



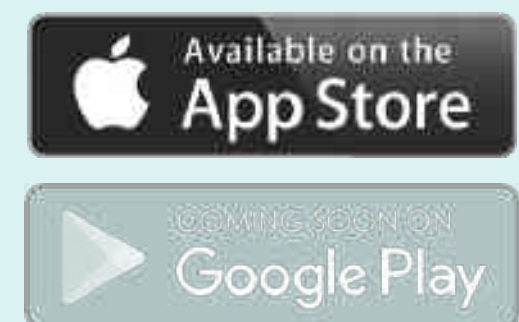
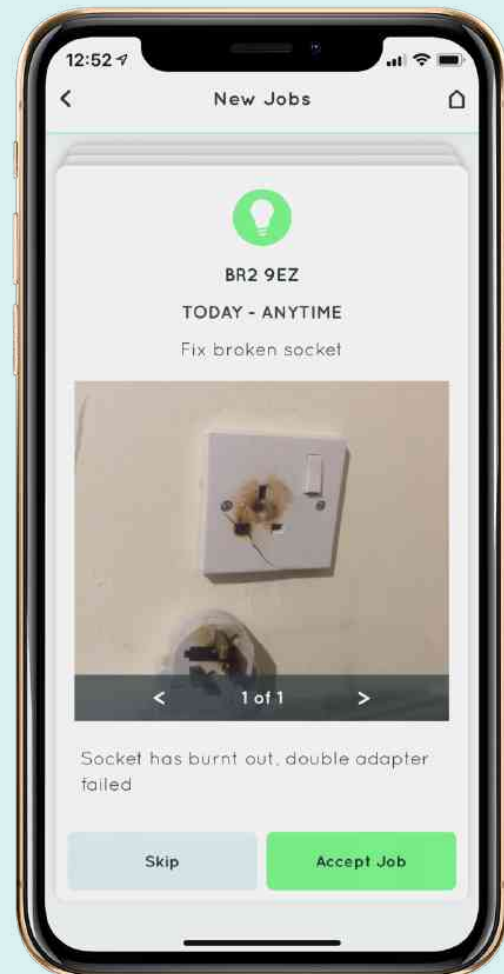
Evo Mobile Apps

Our Tenant app presents a big opportunity for Landlords, Managing Agents and Housing Associations to provide tenants with the simplicity of using a modern mobile app to report problems, request emergency response and find information fast, right when they need it.

Engage with direct in-app messaging, automate time of year notifications with top tips, and provide self-help directions to ensure a happy tenant and healthy home.

Our apps and platform can be white-labelled to match your brand guidelines, and personalised for your residents, making their home services experience **#HassleFree**.

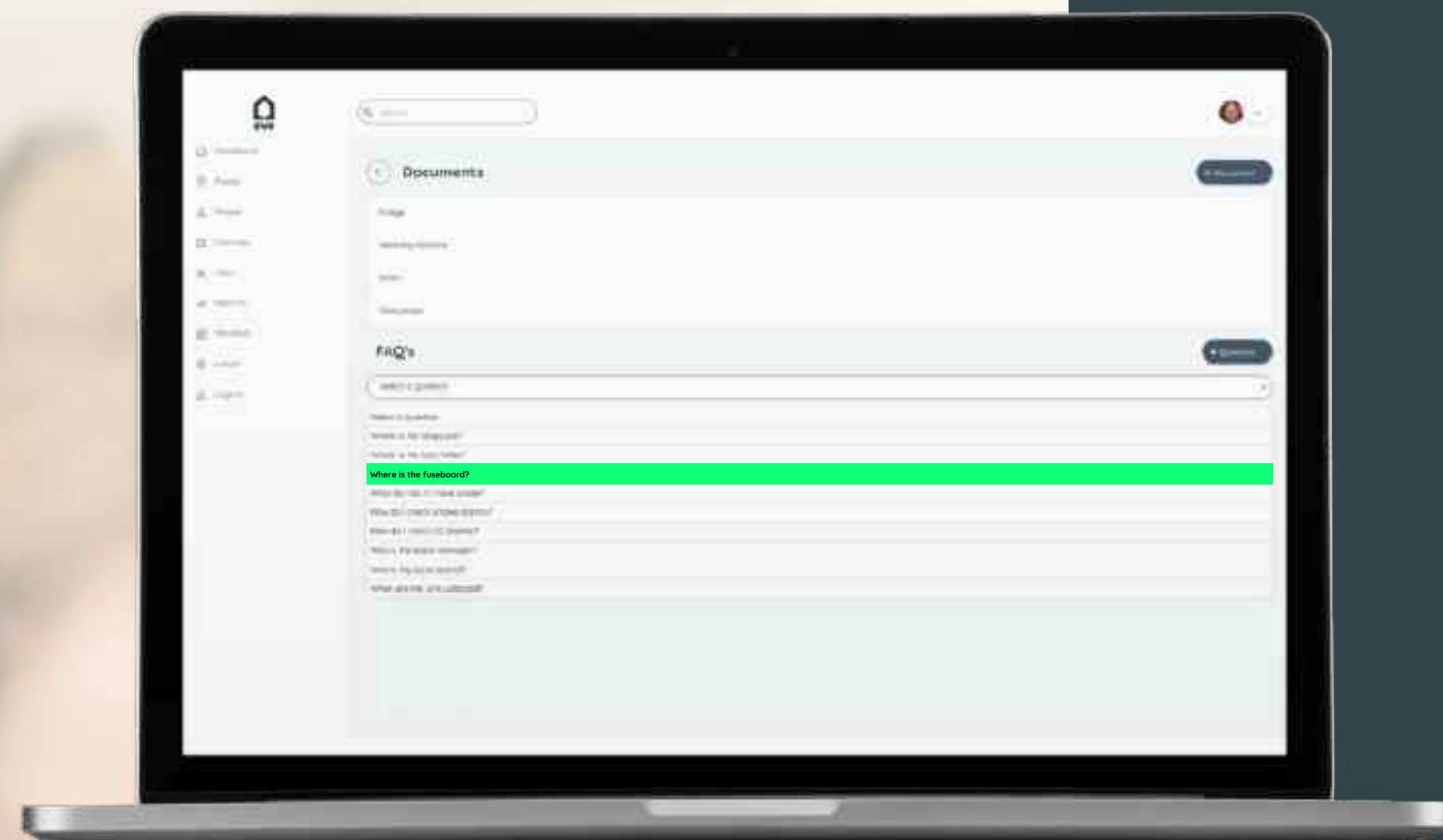
With Evo's trades app, jobs can be issued to tradesmen automatically ensuring that only the localised, correctly skilled and available are notified, backed up by a customer focused support team and dedicated helpdesk.



Unique QR codes located within the property allow for check-in/out of trades for smart time-tracking, ensuring accurate automated billing and job costing.



Knowledge Base



Enable operatives and staff to provide a better service by enabling them to find the information they need.

Tenants expect and deserve exceptional customer service. Poor experiences lead to animosity and fuel the distrust that exists widely across the sector. Yet Managing Agents, Councils and Housing Associations continuously strive to improve customer satisfaction and employ great staff who want to provide the very best service they can.

Providing the support agents with the information they need in order to provide a great service is essential. A search driven **Knowledge Base** can transform the ability of agents to solve problems and exceed expectations.

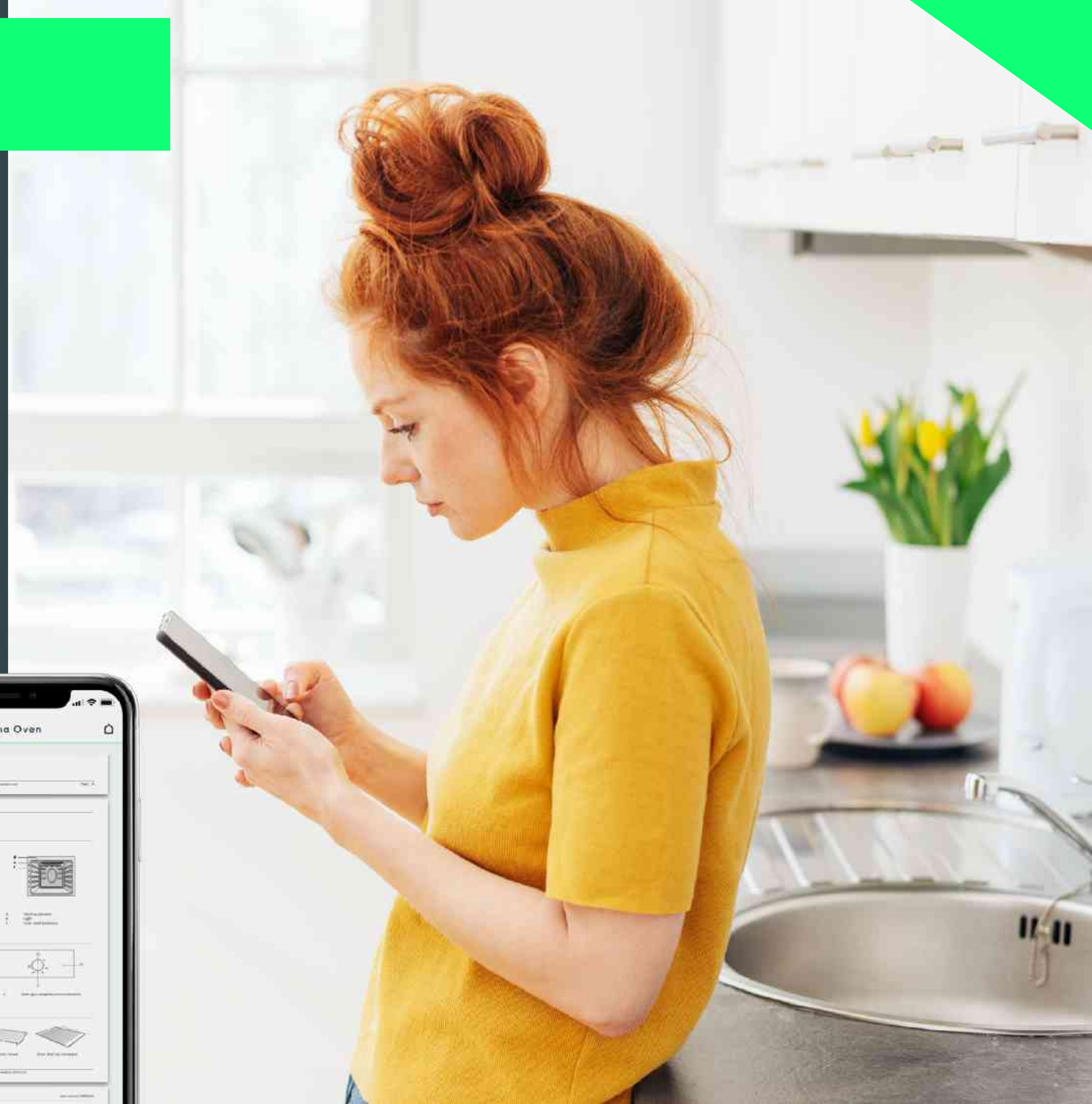
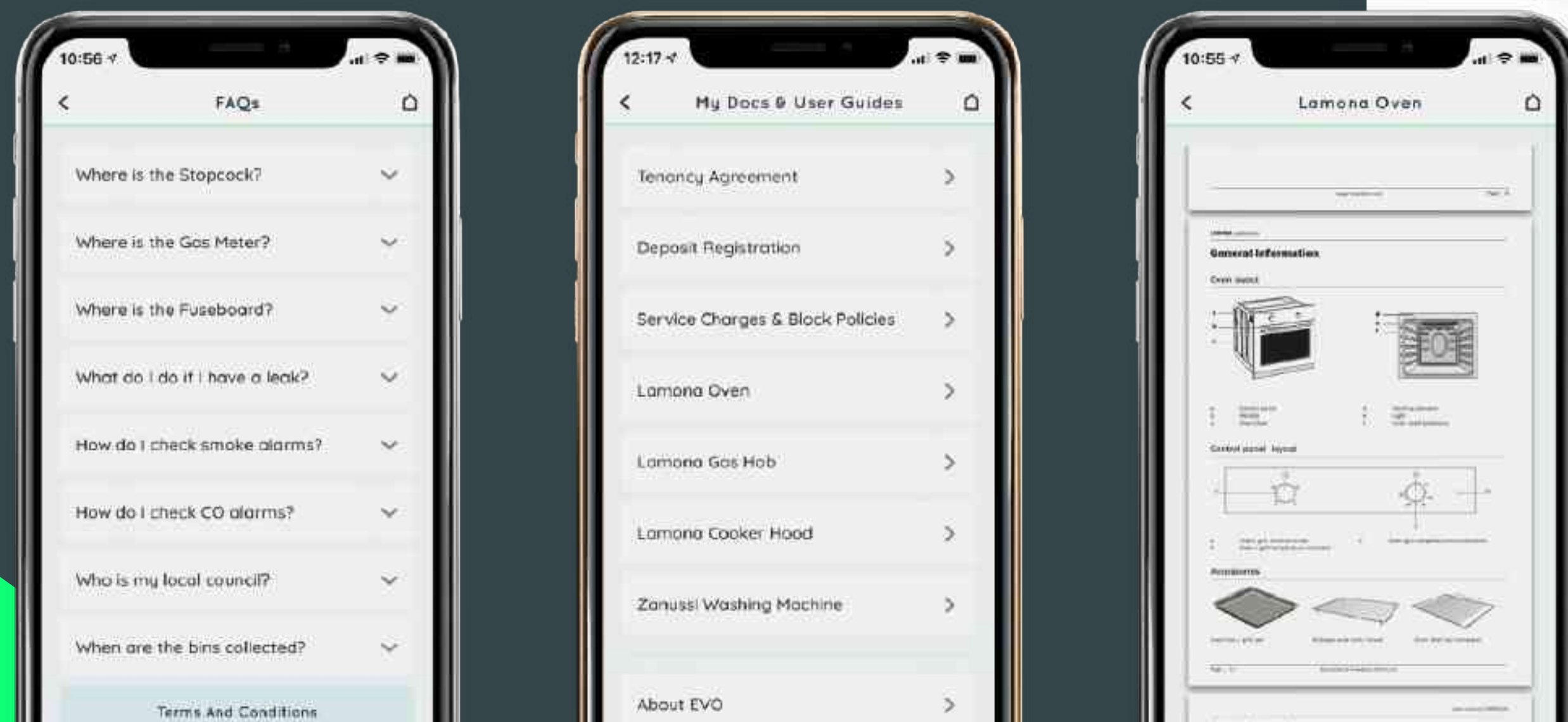
The ability to share information efficiently and effectively across your organisation can have wide reaching benefits across all roles. Keeping your staff informed and up to date, whilst equipping them to carry out the greater levels of service across the organisation is a simple and easy win.

Know Your Home

A wealth of knowledge can be loaded into your tenants app, helping them easily find information about their home quickly.

Being able to remotely and automatically update home information following a repair or upgrade keeps everything up to date.

An home specific **FAQ's** section provides hassle free access to the most frequently asked questions to reduce phone calls and emails giving a truly modern and seamless living experience.





How we can help improve your digital customer experience



Online Digital
Dashboard



Mobile
Tenant App



Detailed
Home Audit



Full Repairs
History



Digital Documents
& Userguides



Smart Key
Exchange



Real-time
calendar



Built-in
Messaging



Real-Time
Alerts



Expert Helpdesk
& Support



24/7 Telephone
Backup



Full 256-bit
AES Encryption

#HassleFree transparent service, digitally delivered

Who we're already helping



Service Definition

About Evo

Evo is a suite of property management and maintenance tools that seamlessly connects residents and trade professionals with property managers and repair handlers.

Used as a standalone solution or in conjunction with local authority and housing associations CRM systems, Evo brings clarity to service providing residents with a smart digital platform to find information about their home, report repairs, manage appointments, request emergency response as well as rate and review services.

Property Managers get cloud-based, always-on access to property and resident details, repair service history, real-time calendar, job scheduling and dispatch, time and materials billing, detailed audit trails and analytic reports.

Evo have been providing our digital property management solutions within the private rental sector for the past 18 months via our subscription service plan model, with repair delivery services included.

Digital Dashboard

Evo is built upon and runs on Google Cloud Platform, with embedded integrations with Google G-Suite for mail and calendar handling, Twilio for SMS communications with 2-Factor Authentication and Xero for accounting, billing and financial management, accessed through any modern web browser - we highly recommend Google Chrome - with an internet connection.

Apps

Native apps for Residents and Trades for iOS (Live on the AppStore) and Android (at later stage BETA).

Services

Evo provides a blend of solutions from PaaS (Platform-as-a-Service) solutions to a full end-to-end property management and repair handling solution, focusing on delivering professional services for long term client success, raising the standards in repair reporting and encouraging deeper resident engagement.

Product Features

The following features are included as standard:

- Properties (housing units)
- Residents (and occupiers)
- Jobs (Home Repairs and Services)
- Events (Appointment Management & Reminders)
- Shared Real-Time Calendar with Status Monitor
- Shared Notes - For Properties, Residents and Jobs
- Shared Documents - For Properties, Residents and Jobs
- QR Asset/Resource/Time Tracking
- Detailed Invoicing and Billing
- Service Skills and Job Type Management
- Roles and Permission Management

Custom Add-Ons Feature Modules

- White Labelling for Brand Identity
- Multi-Lingual Support
- Multiple Communication Channels
- CrowdFix (verified subcontracted workforce)
- Additional Skills
- Other Reporting Elements
- Payment Gateway Integration
- API Integrations

Development of a range of bespoke features on Request

Data

The Evo platform runs on Google Cloud Platform provides access to a future-proof platform with the ability to harness the latest capabilities ensuring a reliable and trusted service. Google Cloud Platform has seen phenomenal growth over the past 10 years with more than \$30 billion of investment to become a true enterprise cloud with global scale. We run our application on the same platform that runs all of Google's services (Search, Play, Chrome, Android, YouTube, Maps and Gmail with over 1 billion monthly users).

Evo understands the value of data within an enterprise, how it can transform business operations and provide a leading edge both for innovation and existing operations. We are extremely experienced in using cloud based solutions to provide our customers with new cutting edge capabilities to allow them to realise the true value of their data.

Security, Backup, Restore and Recovery

Running on Google Cloud gives unrivaled levels of data security, daily backups, full app mirrors and fast recovery procedures with 99.5% guaranteed uptime. Google Cloud Platform encrypts customer data stored at rest by default, with no additional action required. Data in Google Cloud Platform is broken into subfile chunks for storage, and each chunk is encrypted at the storage level with an individual encryption key. The key used to encrypt the data in a chunk is called a data encryption key (DEK). Because of the high volume of keys at Google, and the need for low latency and high availability, these keys are stored near the data that they encrypt. The DEKs are encrypted with (or "wrapped" by) a key encryption key (KEK). Customers can choose which key management solution they prefer for managing the KEKs that protect the DEKs that protect their data.

Engagement

Our onboarding process requires a discovery session to create an initial draft Functional Specification to base build the product to our clients needs. The first phase of the application will be created ready for importing of test/dummy customer data records and any integrations required and specified. Full testing of all functions and features will be carried out in a staging environment to confirm the performance and agreed acceptance tests.

Launch Planning - Stage 1 (typically 6 week from now)

1. Complete functional and non-functional requirements
2. Final User Acceptance Testing
3. Finalise commercials, legals and branding
4. Agree procurement for any physical items/devices where required
5. Partner sign-off process

Launch Planning - Stage 2 (typically 2-3 months from now)

1. Onboard to BAU teams setting roles and permissions
2. Agree Change Control process
3. Resident Messaging and Introduction to Service
4. Staged Rollout across portfolio(s)
5. Gather feedback and initial review

Onboarding

Onsite training, online training, user onboarding and user documentation are all available. The main elements required for onboarding include:

- Setup Job and Event Types
- Import LIVE customer data including properties, residents and trades teams
- Enable any additional functions and features
- Assign Support Team
- LIVE Deployment

Offboarding

Evo will provide the ability to correct, block, export and delete the Customer Data during the terms of the agreement. To the extent the customer does not have the ability to migrate Customer Data to another system, Evo can, at Customer's reasonable expense, comply with any reasonable requests to assist in this.

A 30 day hand-over period is included within the contract to assist with any data migration from our service along with a customer satisfaction survey and final analytical report. On the expiry or termination of the Agreement, and after a recovery period of up to 30 days following such expiry or termination, Evo will delete the Customer-Deleted Data within a maximum period of 180 days, unless applicable legislation or legal process prevents it from doing so.

Support

Standard Support is included within the contract by email, chat and phone.

- L1 - 2hour response - Critical Issues - 9am-5pm Mon-Fri
- L2 - 4 hour response - Standard bugs - 9am-5pm Mon-Fri
- L3 - 24 hour response - Change requests - 9am-5pm Mon-Fri
- L4 - Weekend response - Adhoc based on severity

Additional and priority support levels are available on request at additional cost.

SLA

Evo runs on Google Cloud Platform which guarantees 99.5% uptime availability. In the rare occasion of extended downtime, refunds can be negotiated on a case-by-case basis.

- Critical Issue not responded to within 2 hours results in a subscription credit equivalent to 2 day charge.
- Standard Bugs not responded to within 4 and hours results in a subscription credit equivalent to 1 day charge.

Technical support are available Monday - Friday 9am to 5pm

Email: platform@evo.pm or by phone on **+44 (0) 3333 44 55 13**

COMPANY INFORMATION

Evo Digital Technologies Limited
4th Floor, 100 Fenchurch Street
London EC3M 5JD

Company Number 11477247.

VAT Number GB 332 9761 86.

Registered in England and Wales

Pricing

Evo solutions for the public sector are offered on 2 levels.

Please refer to our pricing document for further details.

- PaaS Solutions priced per unit, per month with a minimum portfolio size of 5,000 units on a minimum 24 month contract.
- Assist Solutions priced per unit, per month with a minimum portfolio size of 500 units on a minimum 24 month contract.

We provide a range of Service Plans to the Private Sector also priced per unit, per month with terms from 30 days to 24 month contracts. Further details of what is included within these plans can be found on our website by visiting <https://evo.pm/plans>

Demo and Order Requests

For more information on how to order any of our public sector services please email us publicsector@evo.pm For any of our other plans, please request a demo by visiting our website <https://evo.pm>

