

Meeting between Camden and CLF on Digital Transformation, May 16, 2024

Attendees: Sean Scott (Head of Leaseholder Services, Camden), Simon [?] (Digital Transformation Team, Camden), Billy Byatt (CLF Leaseholder Services Working Group)

1. Correspondence management

Effort rolled into requirements for effective Case Management to track all contacts.

2. Web research team

Producing recommendations to update Camden account portal, more effective letter & document templates and changes to website (including analytics on use).

3. Process mapping & definition

Map (in detail) Leaseholder Services' process flows to provide a basis for later system use & automation.

4. Use of Workflow Automation (Customer Relationship Management)

Currently no effective Customer Relationship Management (CRM) tool. The process modelling work will feed into any purchase decision to meet this need.

5. Call Management

No effective call management system in place. Camden plans to use a unified, multi-channel solution which will help Leaseholder Services manage contacts regardless of source (call, email, web, chat).

6. Proactive SMS

A start has been made to utilize SMS to inform leaseholders by offering targeted information. Leaseholder Services is at the beginning of this journey and will increase use over time as its experienced grows.

7. 'Lost' transfers to other depts.

No method to follow up transfers to another Camden dept, e.g., Repairs. This is a key need and will benefit from the process definition work underway to highlight ways to close this gap.

8. Leaseholder Services resources & staffing

Lack of requisite tools but agents work hard to keep things moving forward. Delivery of new systems will allow enhanced recognition and reward to Leaseholder Services agents. New tools will increase transparency, enhance multi-channel working, allow proactive SMS notifications, give end-to-end contact ownership and ensure workload can be better structured, tracked, resolved and rewarded.

9. CLF–Leaseholder Services relationship remains strong

10. CLF Leaseholder Services Working Group seeks to communicate some of the achievements and challenges facing Leaseholder Services. The working group provides problem scoping, definition, and testing and is a source of insight to LS team.

Put plainly, leaseholders benefit from lower costs and improved efficiency within Leaseholder Services team, while LS increased efficiency and transparency lowers costs and reduces timelines.

Billy Byatt, May 16, 2024