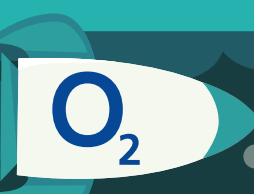


Open Digital Offer



Ground breaking product development by the Trust in partnership with **O₂**



£5 per month for 1GB data.



For each connection made **£45** is provided into a **hardware fund** towards customer devices or other O2 product/services.

6 Reasons for Implementing a Digital Strategy

1 SOCIAL

There are a number of benefits for customers from being connected to the internet.

91% of people feel that the internet makes them feel more connected.



81% of over -55s said being online makes them feel part of modern society.

20% of customers now look after themselves better and know more about their health.



1 in 2 over -55s are now better in touch with friends and family.

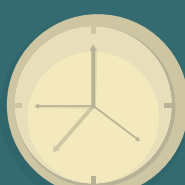
9 out of 10 housing staff said social interaction between customers improved.



2 DELIVERY

It fundamentally changes the way services are delivered to our customers

Providing the right information in the right place, at the right time, 24 hours-a-day, 365 days-a-year



Our approach includes providing customers with internet-enabled tablets, where appropriate.

This supports our aim to have **90%** of our customers accessing services via an online self-service portal by 2018.



3 EXPECTATION

It will bring our services in-line with changing expectations of our customers when accessing other services outside the housing sector.

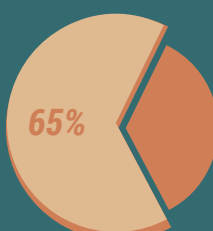
So our sector isn't left-behind.



4 PROTECTION

Introduction of Universal Credit needs to have a net nil overall impact on the organisation.

We will have to collect up to **65%** of our income that is currently paid directly to us



To do this we can either employ more people or we can focus our existing resources.

5 SUPPORT

It is an opportunity to reallocate resources to provide additional support to those customers who really need it.



6 SAVINGS

While transactional costs vary, basic analysis speaks for itself:



That could be a difference of **£14.00** per transaction.



With approx. **170,000** transactions being processed per year

This is a differential of up to **£2.4 million.**



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Sources:

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