



# 2017 ONPHA Conference and Trade Show

Shaping  
our  
Future

510

Mapping the customer  
experience at Capital  
Region Housing in Alberta

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# Learning goals

1. Better understand your customer's experience of your service delivery.
2. Understand how to begin the transformation of business practices to better meet customer expectations and needs.



# The Client as a Customer

- Changing the paradigm of customer service in housing
- Customer service in the public sector



# Where did it start?

- Employees were not feeling successful in their ability to help customers and they did not have the right tools to do so
- The organization had a poor reputation in the larger community and with stakeholders
- No evidence or sense of the experience of those we served



# Where did we want to go?

- The vision was to ensure all customers cultivated a home – that we were providing more than just housing – four walls and a roof
- Looking to develop new housing but in a new way
- Become a landlord of choice, not of last resort



# Who is our customer?

- “Individuals and households fulfill many different roles and cannot be seen solely in terms of ‘tenant’. They are also customers, citizens and members of the community.”

(Richardson, 2010, p. 4)



# Mapping the Customer Journey

- Touched on all major touchpoints from awareness of CRH to move out
- Mapping of process, channels, thinking, emotions, experience, problems and ideas to address
- Met with stakeholders, conducted interviews of staff and management, secret shoppers and direct observations of service and interactions



# Transforming our Business

- Increased sense of empathy and understanding of the power dynamic inherent in social housing provision
- Adopting a customer focused model
- Modernizing customer touch points





# Focusing on the customer

- Creating regular feedback opportunities
- Measuring well being
- Looking at new opportunities to partner with agencies to provide supports

