

Member Spotlight

June 2021

Futr





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We asked Kitty Hadaway, Futr. AI Account Manager to share what they are up to.

If you'd like to contact Kitty about any of the below click [here](#).

Give us a little known fact about your organisation

Although we're already working with some of the most progressive landlords in the sector, we only launched our housing chatbot in September 2020.

Before that, we worked extensively with civic organisations; developing automated messaging solutions tailored to the nuances of Local Authority, Police and national charity clients.

Based on these early successes, we knew the chatbot could help housing associations provide a more consistent, accessible service to their customers; while freeing up internal resources to focus on the most complex cases.

Tell us about a time that engagement has made a difference to your services or communities?

This is genuinely happening all the time!

Thanks to its proprietary Artificial Intelligence, the chatbot learns from every single automated conversation with a customer, and uses this data to improve its performance.

When an enquiry has been resolved, customers are invited to feedback about their experience with the chatbot. If someone is dissatisfied with the outcome of their enquiry, a landlord can easily review that conversation and identify any information gaps.

The chatbot's user-friendly dashboard makes it quick and easy to update automated responses, so customer feedback can be implemented almost immediately.

What are you currently working on when it comes to engagement?

As innovators in housing customer contact, we're always looking at novel ways for landlords to reach and better understand their residents.

We're currently expanding our service to offer proactive alerts & announcements on a customer's channel of choice; to help landlords maintain consistent connection and visibility.

More importantly, we're also developing a tool that helps landlords issue their own bespoke surveys to customers; helping gather regular feedback and insight to inform improvements.

Simplicity and accessibility are key to driving engagement, so our tailored surveys can be deployed via channels that are most familiar to tenants; such as WhatsApp, text or instant messaging.

With renewed focus on customer satisfaction and tighter consumer regulation on the horizon, this kind of frequent customer interaction will be effective evidence of a clear tenant-focused approach.



Why did you decide to join Tpas?

Futr's automated messaging system has been specifically designed to improve communication and engagement between social landlords and their customers.

We see Tpas as the authority on effective tenant engagement, with a vast amount of knowledge and resources amassed over more than 30 years. That wealth of experience will only help us develop our customer-focused technology even further.

The more we can learn from Tpas and its members, the better we will understand the everyday challenges faced by tenants, and help landlords provide an even better online experience.

What is your top engagement tip?

We think it's absolutely essential to talk to people on their own terms.

That's why we have made the chatbot as accessible as possible; providing whatever information customers need, whenever they need it, however and wherever they feel most comfortable.

Through Natural language Processing (NLP), our chatbot can converse with tenants in their own terms; translating into more than 120 languages and even understanding slang or local dialects.

Unlike traditional contact centres, the chatbot operates 24 hours a day, so tenants can always access information at a time that suits them.

And because we know that people feel comfortable in familiar surroundings, our automated messaging system operates on a wide variety of channels; including websites, customer portals, and social media platforms like WhatsApp or Messenger.

What's the one thing you are really proud of when it comes to engagement?

It's always rewarding and illuminating when we receive tenants' feedback from our clients, following initial trials or soft launches of the chatbot.

We find it rewarding because we see in that instance the close, collaborative relationship that already exists between landlord and tenants – knowing that the chatbot will only benefit both parties.

Illuminating because we tend to receive such honest feedback from tenants, it's usually clear what changes (if any) need to be made before rolling out the solution.

This is probably the most important stage of launching any new housing chatbot, and we're always grateful for the valuable insights on offer.

Find out more about Futr's automated messaging system (chatbot) via their [website](#)



Ongo - Customer Chatbot
English

Switch to preferred language

How can I pay my rent?
09:16

You can find out how much your rent is by logging onto My Home using the link below. You will also find information on ways to pay your rent online - just bear in mind that you will always need to pay in advance.

Rent
09:17

How can I help?

Powered by Futr.ai
0/100