

Day in the life of: HOUSING OFFICER

Housing Officers are key frontline members of staff, dealing with some of the most vulnerable people in society and having to prioritise heavy workloads. They represent the personal touch of a HA's services and often focus on the tenants that require one-to-one support the most.

Housing Officers typically carry out a variety of tasks, managing their own tenants and need to be as efficient as possible.

Typical daily activities on the frontline...



Challenges faced by Housing Officer



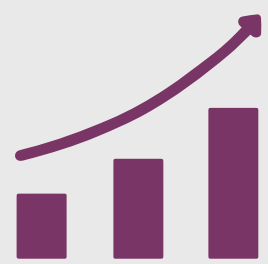
Prioritising tasks and being responsive



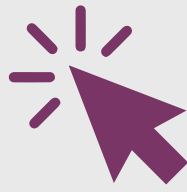
Managing **rent arrears**



Welfare reform



Increase **first-time resolution rates**



Try to encourage use of **self-service channels**



Spending time with the right people

THE EVOLUTION OF HOUSING OFFICERS

Accurate predictions from a CIH Future of Housing Report, 2014:

"I don't think the traditional model of 'housing officer' will exist within three years. [It'll] be more akin to relationship manager with a network of support on and offline."
[Staff Coach, English housing association].

"Frontline Housing Roles are the New Social Workers, Police, Welfare Advice Officers. Frontline staff offer an all-round service to the public sector signposting the vulnerable, advising the needy, responsible for child welfare, neighbourhood policing and ensuring estate satisfaction and cleaning for the community."
[Housing Officer, English housing association].

Using technology to ease the pressure



Mobile working

Update back office systems in real time. Reducing manual paperwork and duplicating data input



Taking payment

Instant payment solutions whilst on-site, through integrated mobile apps and portals



Reporting & Analytics

Predictive analytics tools for rent arrears forecasting & prioritising workloads



Document Management

For electronically updating tenancy records, completing tenancy sign ups, capturing evidence & GDPR compliance



Reporting ASB/ Repairs

Mobile access to back-office for case management & logging repairs requests

Integration is Key...

Integrated housing management solutions are key to providing front line workers with real-time, up to date information; allowing them to make instant updates to the back-office so information is accurate at any given time.

...allowing field based staff to spend more time with tenants and less time in the office.

Staying Safe

Mobile applications can support lone workers by:



allowing them to receive alerts for emergencies and updates on vulnerable tenants



GPS tracking in real-time ensures they are safe and easy to locate.

Encouraging tenants to adopt self-service...

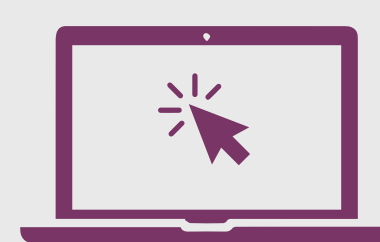
Whilst mobile working drives efficiency and supports the role of field based staff, enabling tenant self-service will also help to ease the pressure on Housing Officers.



AI



App / Portal



Website

Using a combination of self-service and digital-led solutions can enhance customer service through instant and real-time provision of information and services.

By switching straight-forward enquiries onto a digital platform, Housing Officers are free to focus on areas that require their focus such as timely and effective handling of complaints, taking the time to listen to tenants and taking speedier action for the most vulnerable in their community.



Focus on those in need