



## Isabel Thonger

Director of Customer Experience  
Grand Union Housing Group



“The behavioural insights project will enable GUHG to deliver a more personalised customer experience.”

Grand Union Housing Group (GUHG) view their transformations through a people and culture lens, but that doesn't mean that they ignore the technological side of transformations. GUHG have been on their Customer 2020 transformation programme since 2018 and in that time have made many changes to customer delivery. Lockdown has given the transformation even more impetus than was there before.

### Talking to customers

It took just four days for GUHG to set up and launch a new team within the business to help customers with rent problems and high anxiety. In 6 weeks they spoke to over 1000 people, many of whom had never contacted the organisation before, and many were still in credit but were anxious about the future. This shift required the organisation to develop new processes, protocols and a new way of talking to customers.

### Behavioural insights project

This shift was made easier by the fact that GUHG have been running a behavioural insights project in partnership with Voicescape for some months now. The project enables the organisation to hear the customer voice in a less conventional way, and then translates the data into activities costings. Ultimately GUHG will use nudge theory to guide customer behaviours.

The first project to use the behavioural insights approach is debt management. Analysis shows that 94% of debt arrangements were failing within 12 months, so this needed overhauling. The resulting new process and debt arrangements calculator that is nearing the end of development using behavioural insights, should revolutionise the way housing organisations manage debt.