



Transforming the UK Housing sector

"It's been a pleasure working with Ad Esse and while it's taken some time, we're now seeing significant changes to the way the business not just performs but thinks. While subtle when looked at in isolation, the changes in culture, language and thought process combined are contributing to a new continuous improvement culture within the business."

Dan Oehlman, Head of Business Transformation at One Housing Group

One Housing

Your Challenges

Strip back the many complexities of the Housing Sector and you'll find one constant; a unified desire to make a difference, helping improve lives by providing a safe, secure, affordable home for everyone that needs one. The challenge lies in how you achieve that goal, whilst also running an efficient and cost-effective business, navigating changing regulation and compliance and creating a positive culture for staff and customers.

Today, the most successful organisations are those that have created a true customer focus; providing services designed around the specific needs of those they serve, and transforming their culture, processes and systems to support them. But change doesn't happen overnight.



Sarah,
Director
of Operations

"My staff are disengaged, customers are falling through the cracks and my team's performance is low. I'm worried that we're not focussing enough on the customer & compliance, or measuring the right KPIs. We've tried to make changes before, but staff are resistant and nothing seems to stick."



G,
Director at
Ad Esse

"We understand what you're going through - a lot of our clients in the Housing sector are in the same boat. For happier, more engaged staff, increased customer satisfaction, & higher performance, we get teams, systems & processes working together towards a common purpose.

You can ensure compliance standards are being met, without compromising on the customer experience or services you provide. We help you focus time, effort & money on the activities that add value to your customers and help you achieve key business outcomes such as reducing waste. By understanding what's really important, we help you put the right measures and KPIs in place that drive your staff to continuously improve the services they deliver.

By involving staff in the change process, your team becomes more motivated and willing to embed ongoing change; giving them the tools, knowledge & confidence to continue to deliver improvements, long after our engagement is complete."

See Ad Esse's work over the page 

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Client Story



Saffron Housing Trust: Housing Strategy Review

The Voids and Lettings teams at Saffron Housing Trust (Saffron) worked together with Ad Esse to save costs, releasing finance for activities such as building more properties for those in need. Providing specialist homes, the organisation sought to improve the customer experience for older and vulnerable people who deserve great services. To achieve these goals, Jodie Sherwood (Assistant Director for the Business Transformation team) contacted Ad Esse and carried out a process review for Voids and Lettings.

Results & ROI

After this project, Saffron increased customer satisfaction with void rent loss reduced by 50%. Costs were saved and cashflow was improved with a 75% increase in upfront resident payments. With a new process redesigned, both teams now work more collaboratively and show an increase in wellbeing & productivity. Clear processes increase efficiency and reduce costs tied up in wasteful areas.

How Ad Esse helped

With internal team members, a diagnostic carried out and Value Stream Mapping (VSM) was used to pinpoint uneven workloads, overburden and waste in the current voids & lettings process. This process was redesigned with the two teams communicating and agreeing on the best possible solution. Ad Esse transferred key skills to Saffron employees & increased in-house capability, ensuring that improvements were sustainable.

Introducing the team to tools such as Information Centres and Void tracker visibly shows performance in a central place. This boosts productivity and creates a clear, concise standard that is understood by all.

Business benefits

- Improved customer experience & satisfaction
- Cost savings & staff satisfaction
- Collaborative culture



“This review really showcased the power of collaborative working to the organisation. Those involved have felt engaged and empowered by the approach taken and continue to use the tools and techniques they have learned to drive continuous improvement.”

Jodie Sherwood,
Assistant Director (Business Transformation)



Small savings can make all the difference.

Saving a client just £5k a year, covered the interest cost of borrowing the £100k needed to build another property; providing one more home for someone who really needs it.

Ad Esse are extremely professional and personable at the same time. They are knowledgeable and are willing to share their knowledge and embed new practices in the overall organisation, so not just delivery the project well, but improve the organisation at the same time.”

Mona Shah, Executive Director of Fin. & Info. at One Housing Group

Key Stats

- Savings of £600k p.a. recurring identified across voids and repairs, of those £180k cashed in year one
- Increased first time fix rate (FTF) for housing repairs from 46% to 64%, whilst also reducing work in progress jobs over the same period from 900 to 510
- £118k rent loss saving (in just 4 months compared to previous year)
- 37 hours per week saved (1 FTE) and £5k per annum saved in other costs (stationary, postage etc)
- 90% reduction in process paperwork

Why choose Ad Esse?

We're masters of change helping organisations with a social purpose transform the way they work to create a long-lasting impact on the people who need it most. We are focussed on continuous improvement and work with your frontline staff, as well as senior management. Our team have experience within the sectors we serve and we base all our work on Lean principles, adapted & refined for the Housing sector.