Plentific
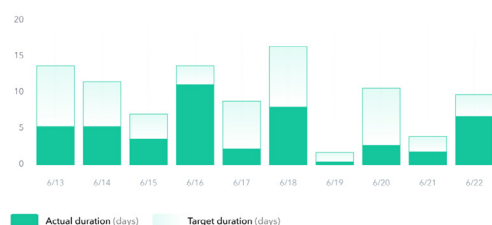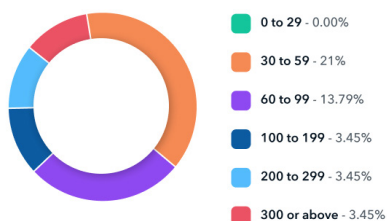
Effective data management for housing providers.

Making positive change, informed by insights.

Work order completion performance

- Actual duration (days)
- Target duration (days)

Current aged WIP by days

- 0 to 29 - 0.00%
- 30 to 59 - 21%
- 60 to 99 - 13.79%
- 100 to 199 - 3.45%
- 200 to 299 - 3.45%
- 300 or above - 3.45%

New doors are opening for housing providers.

A change of government has come with fresh plans for housing reform. These build upon the progress already made by last year's Social Housing Regulation Act and the launch of the Tenant Satisfaction Measures.

"Safe, secure and affordable housing is the springboard for better health outcomes, better education outcomes and better employment outcomes," says Clare Miller, the group chief executive of Clarion Housing Group, in response to Chancellor Rachel Reeves' pledge "to get Britain building again."[1]

This call to arms comes at a time when good quality housing is needed more than ever. It's estimated Britain's homeless and overcrowded require 90,000 new homes annually[2], while existing housing standards are falling short. An estimated 6.5 million people in the UK are living in homes with serious health hazards, ranging from unsafe stairs to damp and mould[3].

Housing providers have urgent work to do to improve the quality of living for millions of people—but technology is thankfully lending a helping hand.

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> "Despite social housing generally being of a higher standard than the private sector stock, social landlords face many challenges in enabling continuous stock improvement, including the mitigation of poorer housing where it exists."
>
> *- The Cost of Poor Housing in England report, Building Research Establishment (BRE) [4]*

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[1] Rachel Reeves brings back mandatory housing targets – but Labour has a huge mountain to climb (bigissue.com)

[2] Over 12,000 social homes lost last year, as over one million households remain trapped on council waiting lists (crisis.org.uk)

[3] Millions of young adults living in poor quality housing, UK study shows (theguardian.com)

[4] England has 217,000 social homes with serious hazards, study finds (insidehousing.co.uk)

Success means making the most of big data.

Companies in sectors as diverse as healthcare, automotive and agriculture are turning big data to their advantage.

Analysis of big data helps businesses to uncover patterns and trends, which can then be used to improve decision-making, optimise operations and enhance customer experiences.

The business case for data is a compelling one. Data-driven companies are 23 times more likely to win against their competitors in customer acquisition, about 19 times more likely to stay profitable and nearly seven times more likely to retain their customers[5].

In addition, 42% of IT professionals at large organisations have deployed AI, highlighting the trend for using AI to derive data insights and improve business processes[6].

For housing providers, such insights can make all the difference when making strategic decisions regarding repair work, compliance and tenancy.

Data is not in short supply in this sector. Landlords have a regulatory obligation to collect and apply data extensively, and they can expect stringent data scrutiny to ensure the needs of residents are being met.

The question is how to manage this ever-increasing amount of data effectively, and in a way that streamlines processes and satisfies regulatory compliance. These are challenges housing providers are becoming all too familiar with—and we have the solutions to help overcome them.

Data-driven companies are:

23x
More likely to win against competitors in customer acquisition

19x
More likely to stay profitable

7x
More likely to retain customers

"

"Companies have tons and tons of data, but [success] isn't about data collection, it's about data management and insight."

- Prashanth Southekal, Head of the Data for Business Performance Institute[7]

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[5]Five facts: How customer analytics boosts corporate performance (mckinsey.com)

[6]Data Suggests Growth in Enterprise Adoption of AI is Due to Widespread Deployment by Early Adopters, But Barriers Keep 40% in the Exploration and Experimentation Phases (newsroom.ibm.com)

[7]10 best practices for analytics success (including 3 you can't ignore) (mitsloan.mit.edu)

"How do we manage all this data?"

As the amount of data to store and sort increases, so too does the chance for inaccuracy and mismanagement. If the data is of poor quality, at what point does it become worthless—or worse, self-sabotaging?

Research has shown that less than half (45%) of landlords trust that the data they have access to is accurate[4].

Incorrect records or duplications can sour customer relations and mislead business decisions. In a sector where spending must be prudent, bad data quality can increase operational costs and cause losses from missed opportunities or unwise investments.

Part of the problem is the reliance upon a wide range of data sources, such as customer relationship management (CRM), housing management systems (HMS) and accounting software. Ensuring all the data is managed effectively between each system is a major challenge.

Siloed data sources cloud visibility on things such as tenant information and inspections, fragmenting the bigger picture and making managing KPIs unnecessarily difficult.

What's the solution?

A single easy-to-use platform can be the source of truth for key data points. The platform can act as an integration layer, connecting data from vendors, and delivering a cloud-based system of engagement that enables true, real-time collaboration.Users benefit from data-driven insights that enable informed decision-making, drive prompt action and result in tangible impacts.

Centralising data helps to protect its accuracy, which is crucial for making informed decisions about housing management and resource allocation, for example, prioritising certain repairs or redirecting funds.

It also reduces duplication of efforts and enables better coordination for faster response times.

For residents, data centralisation gives their landlords a more comprehensive view of who they are as individuals and as communities. By having a holistic view of tenant demographics, preferences and issues, services can be tailored to achieve an overall better standard of living.

"How can we streamline our operations?"

With 4.5 million social homes across England—a net increase of nearly 34,000 in the last two years[8]—meeting their needs means processes must be as seamless as possible.

Running at such optimum levels requires an operational efficiency that, in reality, is not always within reach. Ageing legacy systems hold teams back, and attracting and retaining skilled staff is not easy in a market where demand outstrips talent.

There are bigger picture concerns, like sustainability, to be mindful of as well as granular issues, like fixing leaks and assembling reports, and the day to day challenge of coordinating a diversity of services.

These operational frictions impact the ability to effectively deliver the quality and standard of living that providers strive for and residents expect.

What's the solution?

Through intelligent use of real-time data, housing providers can optimise resource allocation, reducing wasted hours and allocating resources more effectively. Operatives can be scheduled to be in the right place, at the right time, while residents are kept informed on progress status.

Use of advanced analytics allows costs, delivery and efficiency KPIs to be kept on top of and assessed if standards slip.

This in turn helps to build a clearer picture for financial planning and cost-saving opportunities, allowing for future investment to be directed to where innovation and improvement can make the most impact.

[8]Social landlords continue to build new homes, RSH statistics show (gov.uk)

"How do we maintain compliance?"

In recent years, there have been cases of local councils referring themselves to the housing regulator for compliance concerns. This goes to show that, without third-party support, providers struggle with ensuring high compliance standards and maintaining healthy record-keeping.

The Social Housing Regulation Act has given residents greater powers and put more pressure on housing providers to achieve compliance. Housing organisations could face unlimited fines for failing to provide satisfactory homes for tenants[7].

Housing providers must meet consumer standards set out by the likes of the Decent Homes Standard, Fire Safety Act 2021, Building Safety Act 2022, Social Housing Regulation Act and Awaab's Law, July 2023- more recent than 2022.

This requires having an accurate, up-to-date and evidenced understanding of the condition of their homes, which can number well into the thousands.

There are also a variety of data-specific requirements that housing providers and local authorities must navigate that—for added complexity—fall under different regulations. For example, the General Data Protection Regulation (GDPR) has stringent rules on the processing of personal data. The Data Protection Act 2018 adds various exemptions and conditions on data usage, and Privacy and Electronic Communications Regulations (PECR) must be considered in any outreach to tenants. Failure to adhere to these regulations risks facing potential financial penalties of millions of pounds.

What's the solution?

Intuitive tools are available to make managing compliance requirements and data easier, providing peace of mind that key criteria is being maintained. For example, automated annual reminders for boiler maintenance that ensure operatives are dispatched on time and the certification of the completed work stored digitally.

It's important that housing providers adopt tools that not only help them make the most of their data, but also keeps it safe and secure.

Providers should look to solutions with globally recognised standards for IT security management, such as the ISO/IEC 27001 certification. This establishes clear policies and procedures for data collection, storage and processing to comply with regulations like the GDPR.

Compliance also means taking steps to avoid unauthorised access by implementing Multi-Factor Authentication (MFA), for example, using industry-standard SSL/TLS encryption and performing regular audits.

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[7] 10 best practices for analytics success (including 3 you can't ignore) (mitsloan.mit.edu)

Your data management checklist.

Every housing provider's goal is to deliver a superior level of service to their residents and ensure quality homes. Some providers will be closer to achieving this than others, and progress is made by identifying where there is room for improvement.

Use the checklist below to:

- Determine how effectively your organisation manages its data in four key areas.
- Tick off what you feel you have covered, and look at where the gaps are.
- Assess what to prioritise in the immediate, medium and long term.

Your legal obligations

- [ ] Data protection compliance
- [ ] Tenant privacy rights
- [ ] Regulatory reporting
- [ ] Record retention policies
- [ ] Health and safety

Your data quality

- [ ] Data accuracy checks
- [ ] Standardised data entry
- [ ] Data cleansing
- [ ] Training and awareness
- [ ] Audit trails

Your organisational benchmarks

- [ ] Performance dashboards
- [ ] Goal alignment
- [ ] Regular reviews and benchmarking
- [ ] Average repair completion time
- [ ] Number of complaints from residents
- [ ] First time fix rates

Your systems and processs

- [ ] Integrated systems
- [ ] Scalability and flexibility
- [ ] User-friendly interfaces
- [ ] Regular system updates
- [ ] Process automation
- [ ] Centralised analytics solutions

Effective data management with Plentific.

Plentific is an AI-powered software-as-a-service platform developed to optimise property operations in real-time and adapt to demand.

Informed by data from more than 900 clients globally

Developed with experience managing over 1.6 million units

Designed to improve, digitise and automate your property operations

With Plentific, you can achieve:

Data centralisation

- Connect all your data sources from contractor systems to CRM, HMS and more, through integrations.
- Get personalised insights and real-time information to empower better decisions.

Operational efficiency

- Gain full control of your data, enabling integration across all systems.
- Develop better data workflows, support performance management and enhance team efficiency.

Compliance made easy

- Demonstrate your commitment to home safety and residents' wellbeing
- Share one source of truth between landlords, contractors and residents.

Plentific's solutions include repair diagnostics, work order management, resident self-service, contractor and internal workforce management, as well as inspections and compliance management. To find out more about how Plentific can help your property operations, get in touch with our experts.

Get in touch today!

Plentific