

CCMA Member Story

Wednesday 11 November 2020

The New World: The PerfectHome journey to creating an agile,
digital business

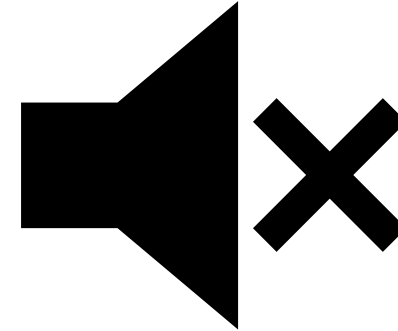
PerfectHome



Housekeeping



Please ask questions in the
Q&A area



Your microphone is MUTED
to improve noise quality

Introducing...



Lisa Olds
Head of Customer
Account
Management



Lorraine O'Neill
Head of Customer
Experience



Jennie Green
Senior Marketing
Manager



Jack Lockhart
Learning Experience
and Performance
Manager

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Perfect**Home**

HOW COVID AFFECTED OUR CUSTOMERS



71%
Female



60%
Work full or
part time



75%
Have children



89%
Live in rented /
social housing



48%

Are or have someone in the household who are classed as keyworkers

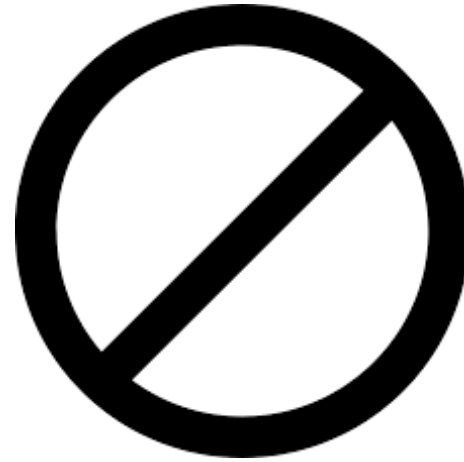


40%

seen a reduction in income

39%

Have seen a reduction of
over £100 per week



Payment break requested

38%

loans

36%

Utilities

40%

Rent

80%

have adapted their
finances in some way and
will continue with that
adapted approach to
spending

55% spending more on groceries

53% spending more on utilities

52% spending more on home improvements

60% spending less on travel

57% spending less on clothes





70%

had children at home during lockdown.

Hardest factors with kids were:

- Keeping them entertained
- dealing with their frustrations
 - schooling

Biggest challenge

Missing family members

Biggest misses

Family members and
Days out with the family

1 in 4

struggled most or everyday

70%

state that it's been harder or much harder, both with money and day-to-day practical things

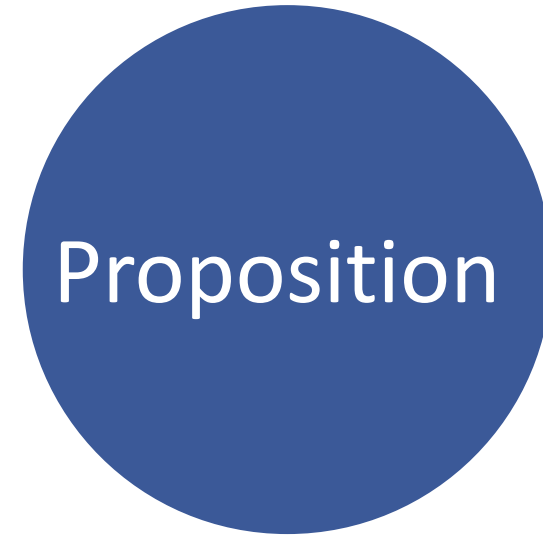
28%

are anxious about the future



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WHAT THIS MEANS FOR PERFECTHOME



THANKS

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HOW WE DO THINGS ROUND HERE

Culture at PerfectHome

**WHAT DOES CULTURE MEAN TO
YOU?**



HOWARD

LA

L'UCIARA
LITIZZETTO

LYDIA
LA PLANTE

IL CONTO
CIFRATO

PAUL
THEROU

Margherita Youcenar
Memorie di Adriano




CULTURE CLUB



CULTURE EATS STRATEGY FOR BREAKFAST

Peter Drucker



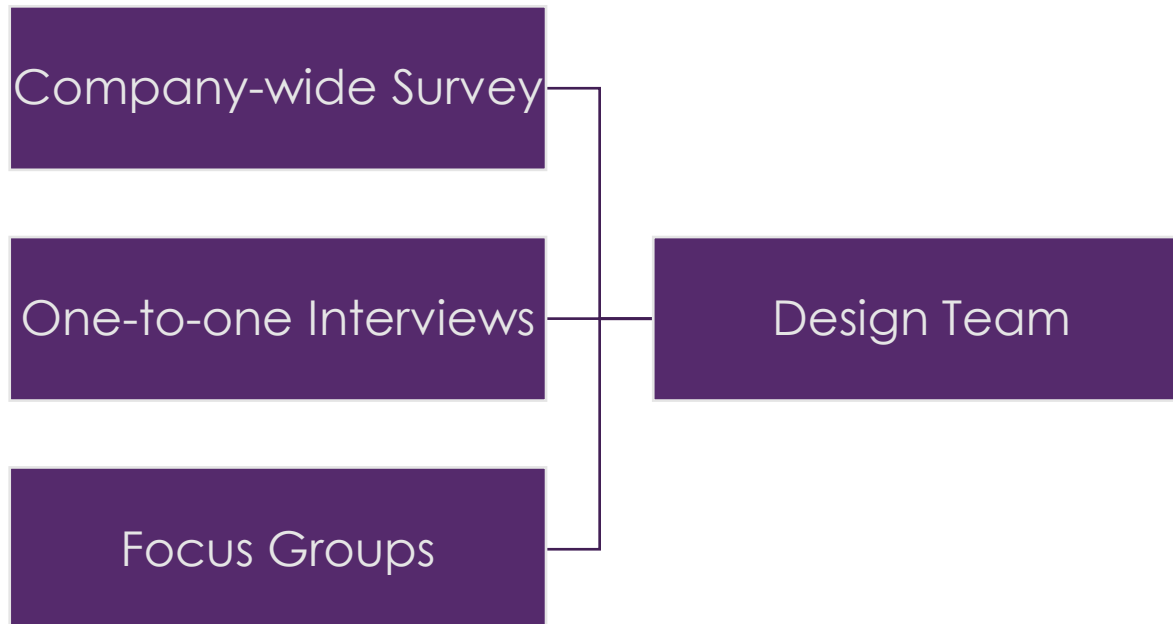
**Customers at
the heart of
everything
we do**

Who 'owns' the culture in your company?

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The WHY



The WHAT NOW



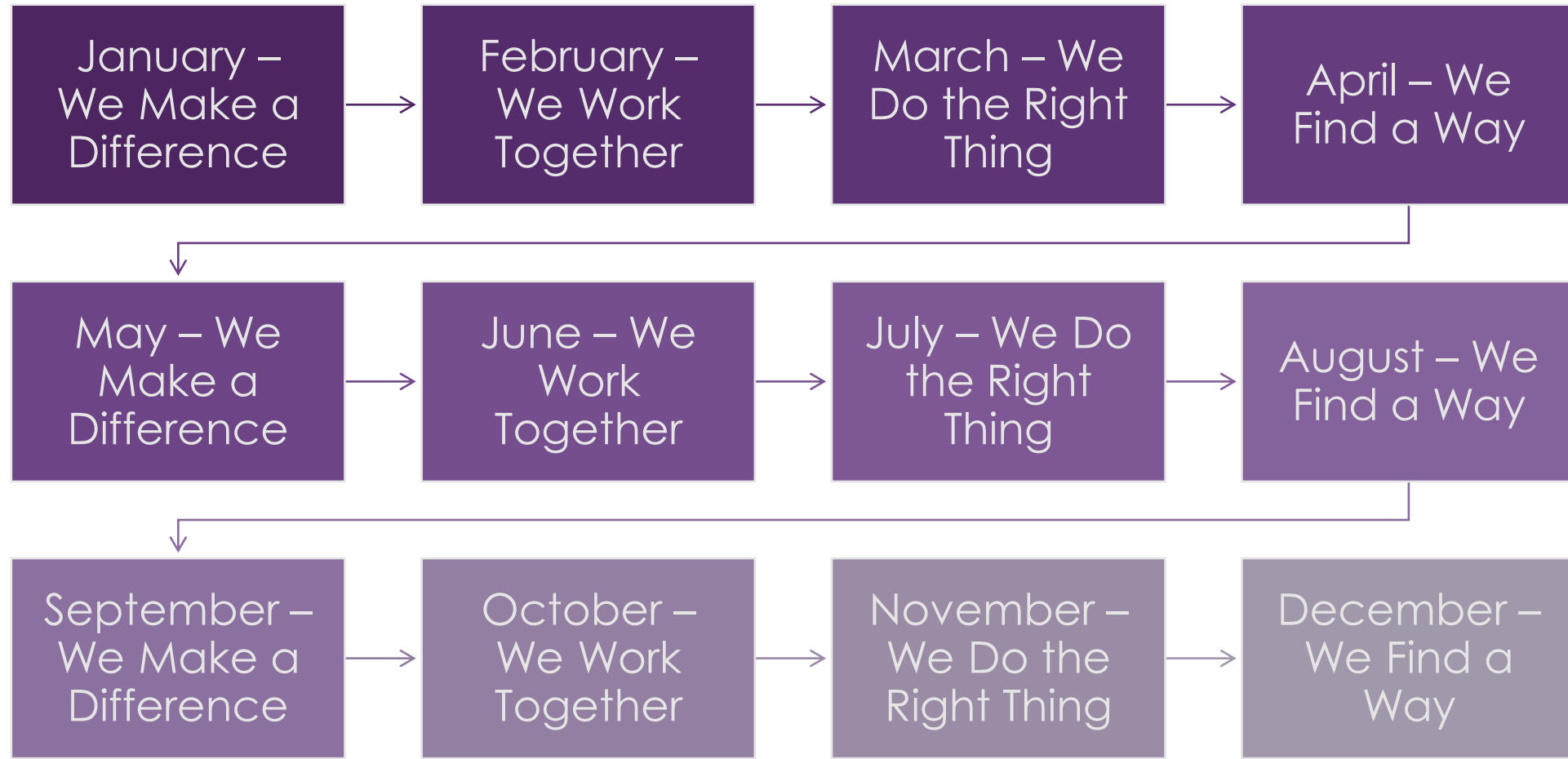
What we do matters, we want to make positive changes in people's lives

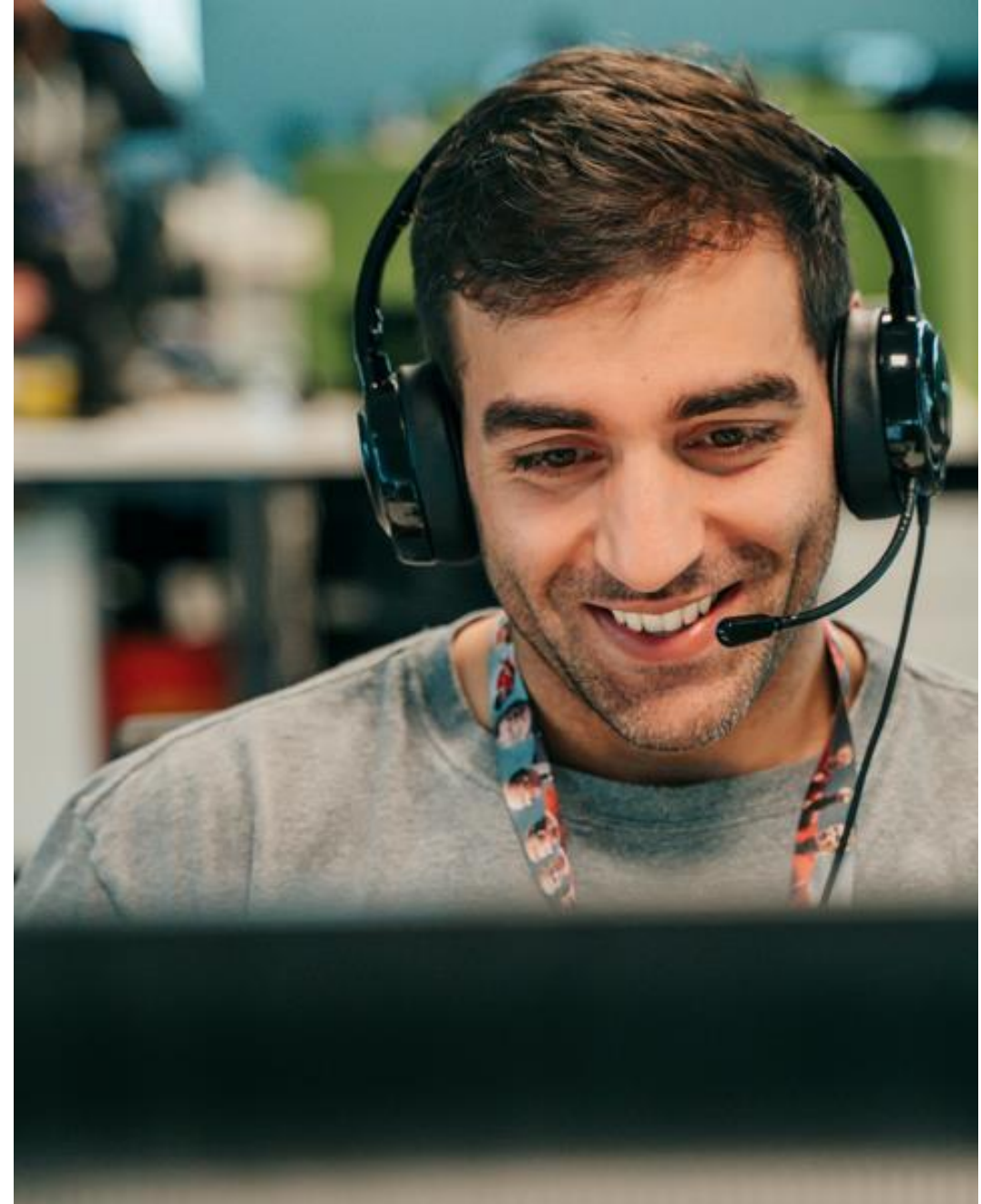
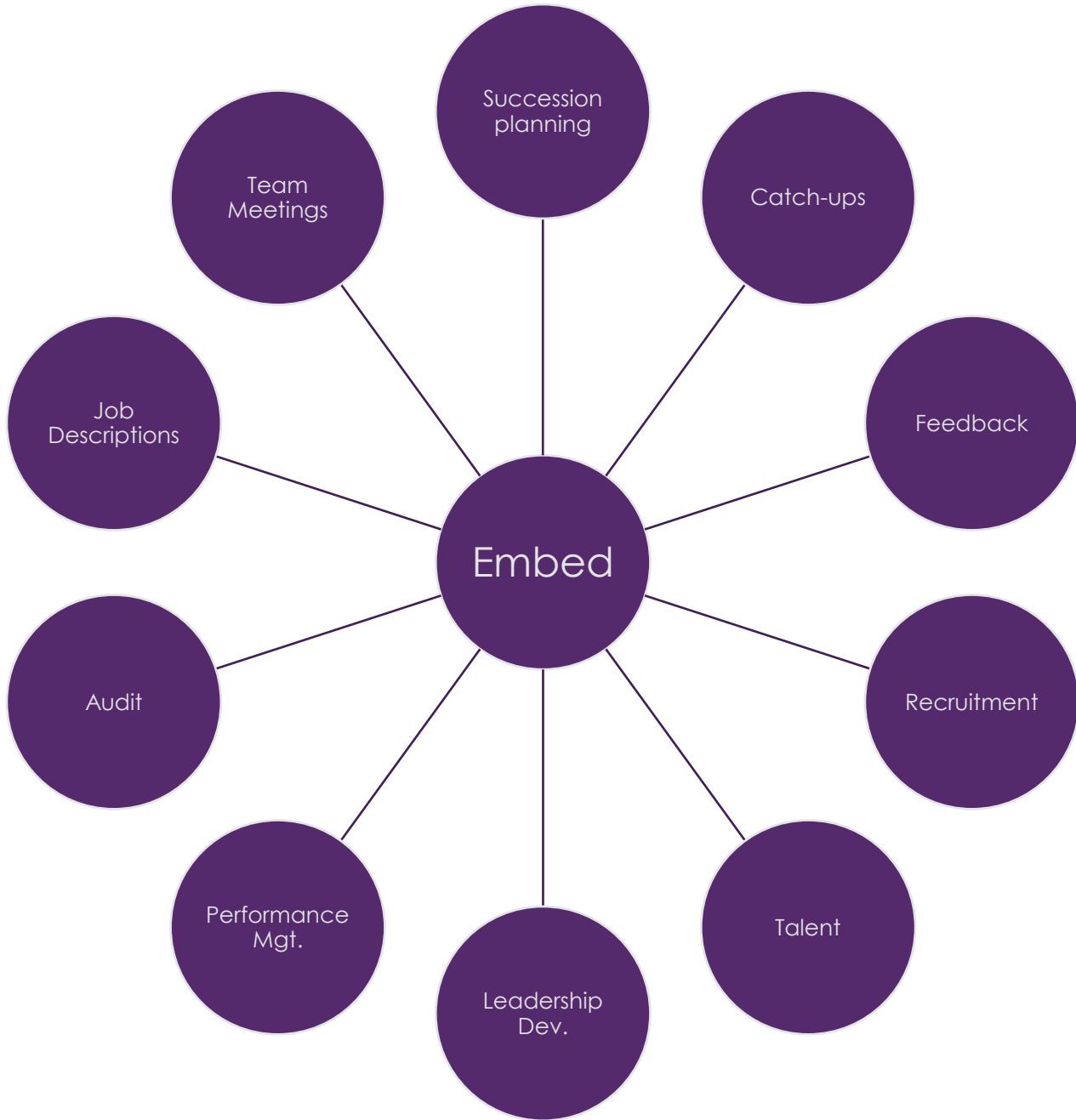
What we do	
Deliver for customers	<ul style="list-style-type: none">• We actively listen to customers• We ask questions to understand and anticipate our customer's needs
Work with others	<ul style="list-style-type: none">• We trust our colleagues to do their job, resolve situations and do what's best• We treat others how we expect to be treated ourselves
Manage myself	<ul style="list-style-type: none">• We agree deadlines and fulfil the commitments and promises we make• We ask for help when needed• We consider the impact and consequences of our actions
Improve Perfect Home	<ul style="list-style-type: none">• We challenge the status quo to find better ways of doing things• We make decisions at pace - we analyse, evaluate, and act• We ask ourselves and others, "what outcome do we want to achieve?"

What we don't do
<ul style="list-style-type: none">• Procrastinate
<ul style="list-style-type: none">• Forget to say sorry if we've got it wrong

We believe	
<ul style="list-style-type: none">• Customers expect us to anticipate and meet their needs• Customers know their situation and needs better than we do• Asking for help is a sign of courage, not weakness	<ul style="list-style-type: none">• The best plans start with the end in mind• So long as we know where we want to get to, we don't need to know all the answers up front

The WHAT NOW







The questions you need....

- What does 'culture' mean to you, personally and professionally?
- Who 'owns' the culture where you work?
- How specific and active are the behaviours that you expect from your people?
- How would you know if you saw or heard these in action?
- Where do you need to get to, for your ideal culture?
- Where are we currently starting from?
- How do we put culture at the heart of EVERYTHING we do?
- Where does your culture exist, and where is it embedded along the people journey?

Q&A

PerfectHome





Special Interest Group: GI Roundtable

Date: Tue 10 Nov 2020



Members are welcome to join our
Special Interest Group meetings



Special Interest Group: Energy & Utilities

Date: Tue 24 Nov 2020



Special Interest Group: The People Agenda

Date: Thu 26 Nov 2020



Special Interest Group: Complaints Management Roundtable

Date: Tue 17 Nov 2020



Special Interest Group: Social Housing Roundtable

Date: Tue 8 Dec 2020



Special Interest Group: Quality Management Roundtable

Date: Tue 15 Dec 2020



Special Interest Group: Retail Management Roundtable

Date: Tue 9 Feb 2021

Part 2: Evolution of the Contact Centre

Join us as we share the outcomes of the second wave of in-depth research into the evolving contact centre.

Wednesday 18 November 2020 at 12:00-13:00





Reimagining the Workplace: Creating the Perfect Space

Thursday 3 December 2020 at 12:00 – 13:15



Member Story: How to make the workplace safe again

Wednesday 9 December 2020 at 10:00 – 11:30



The Impact of Brexit on the Contact Centre

Wednesday 16 December 2020 at 12:00 – 13:00

sabio



Department for
Business, Energy
& Industrial Strategy

 call centre
management
association



Good Practice Guide: How to drive value up and costs down in the contact centre

Supporting Partner



Download: www.ccma.org.uk



Discounted training for members...

Developing Resource Planning Skills



3 x 2-hour sessions

24-26 November

11:00 – 13:00

Book online www.ccma.org.uk

Discounted training for members...

Building empathy with customers



**Tuesday 10
December 2020**

09:00 – 12:00

Book online www.ccma.org.uk

Discounted training for members...

Mental Health Awareness for Contact Centre Managers



**Tuesday 12
January 2021**

12:00 – 13:00

Book online www.ccma.org.uk

Discounted training for members...

Resource Planning for Team Leaders



3 x 2-hour sessions

19-21 January 2021

11:00 – 13:00

Book online www.ccma.org.uk

Discounted training for members...

Creating a great team

*Inc personalised behavioural profile



2 x 100min sessions

3-4 February 2021

09:30 – 11:15

Book online www.ccma.org.uk

Discounted training for members...

Introduction to Resource Planning



3 x 2-hour sessions

23-25 February 2021

09:30 – 11:15

Book online www.ccma.org.uk

Thank you for joining us today

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