

Customer Experience Club

7 October 2025

Online via Teams

Programme

09:30 **Arrival / online access**

09:35 **Welcome and opening comments**

Chris Elliott, Principal Consultant, Customer Experience and Club Chair

09:40 **Finding the balance between AI efficiency and human interaction in tenant support**

With the rise of AI-driven chatbots, automated services, and self-service portals, many organisations are struggling to find the right balance between efficiency and the personal touch that customers still value.

We'll discuss:

- Consumer standards and customer satisfaction ambitions
- How do customers perceive digital vs. human interactions
- When is automation helpful, and when does it create frustration
- How can organisations ensure vulnerable customers receive empathetic and effective support
- What are best practices for integrating technology without losing the "human" element

*Julia Prichard, Chief Tenant Officer and Chris Bolton, Lead Service Designer
Saffron Housing Trust*

10:30 **Comfort break**

10:40 **Transforming Complaints Management: From reaction to prevention and elimination**

Too many organisations are stuck in the cycle of managing complaints, without addressing the root causes behind them.

In this session, we won't be talking about how to handle complaints better, instead, we'll show you how to design a complaints service that focuses on prevention – spotting complaints before they happen and acting early, and elimination – identifying and fixing root causes so issues don't repeat. We'll also show you how a proactive approach can reduce service demand and save you money.

Rhiannon Gibbs and Gurdeep Gahir, Directors, Ad Esse

11:30 **Comfort break**

11:40 Strengthening tenant engagement in social housing

In this session, we will hear from Tpas about their work, highlighting some of the key concerns voiced by social housing tenants.

We will also discuss the strategies that housing providers can use to strengthen tenant participation, to empower tenants and ensure their voices are heard in the decision-making processes.

Alison Inman, Chair, TPAS

12:30 Club priorities – Group discussion

In our closing session, members will have the opportunity to discuss any successes or challenges you're experiencing in your organisations currently, as well as the chance to dig deeper into any of the topics covered in the morning.

12:55 Wrap up and closing comments

Chris Elliott, Principal Consultant, Customer Experience and Club Chair