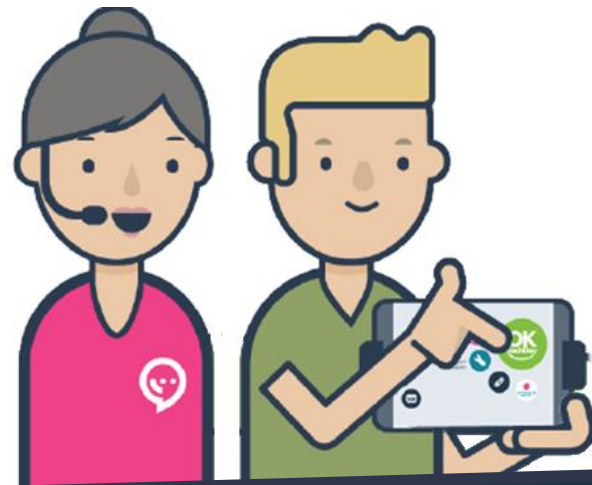


# Successful strategies for improving digital engagement and resident communication during Covid 19

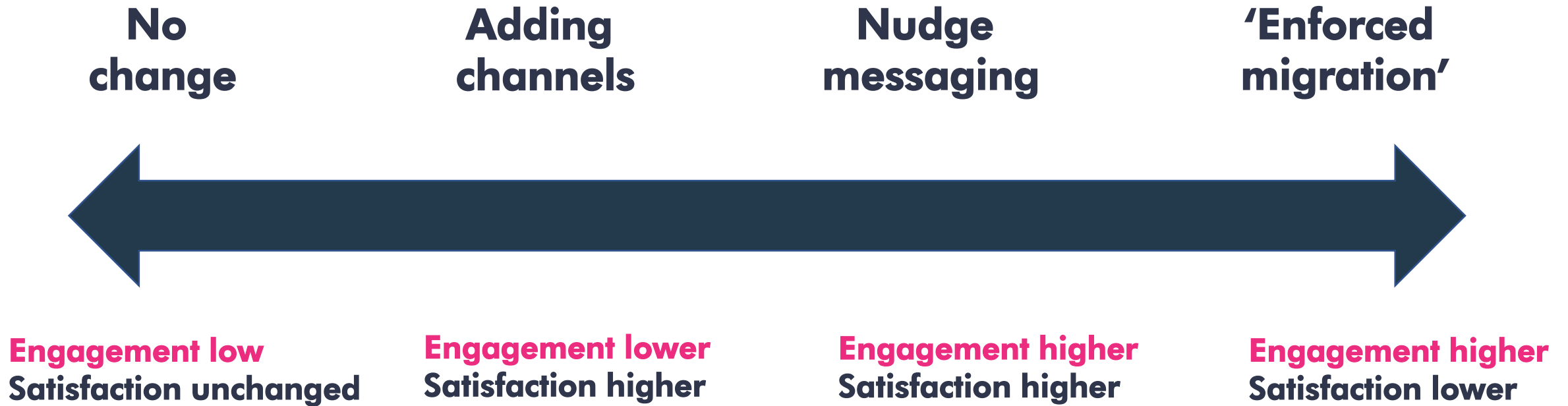
**Martin Cutbill**  
**Director, Alertacall**



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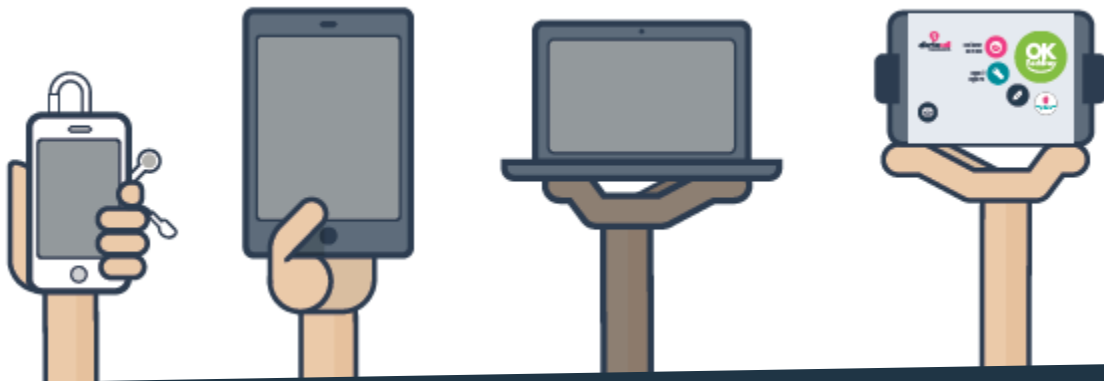
# Approaches to digital engagement have a major impact on adoption levels – and resident satisfaction



# The 8 Challenges of Digital Engagement

-  1. Ensuring residents have a suitable digital device
-  2. The lack of broadband or other internet access
-  3. The prohibitive cost of funding digital devices for residents
-  4. Not downloading/installing the application (or bookmarking the website)
-  5. Not accessing the application/website
-  6. Prompting is required to increase engagement
-  7. Digital engagement can risk increasing feelings of loneliness
-  8. The need for user friendly interfaces

# 1. Ensuring residents have a suitable digital device



# 2. The lack of broadband or other internet access



**POLL**



### 3. The prohibitive cost of funding a digital device



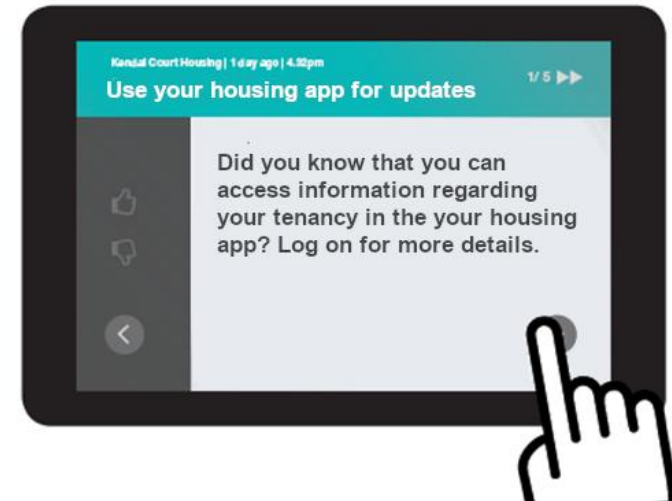
### 4. Not downloading/ installing the app.



## 5. Not accessing the app/website



## 6. Prompting is required to increase engagement



## 7. Digital engagement can risk increasing feelings of loneliness



## 8. The need for user friendly interfaces



**POLL**





# How Housing Proactive overcomes the challenges of digital engagement



1. **Device** – a digital device is provided a part of the service



2. **Connectivity** – no wifi required as an any network sim card included



3. **Cost** – no capital cost for the touchscreens



4. **Downloading** – your portal can be pre loaded



5. **Accessing** – app on homepage to stay 'top of mind'



6. **Prompting** – messaging (with links) to promote usage



7. **Social isolation** – call centre team for those wanting contact



8. **User friendly** – 15 years experience in developing easy to use services





# Which of the 8 barriers to digital engagement concerns you the most?

-  1. Ensuring residents have a suitable digital device
-  2. The lack of broadband or other internet access
-  3. The prohibitive cost of funding digital devices for residents
-  4. Not downloading/installing the application (or bookmarking the website)
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-  6. Prompting is required to increase engagement
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-  8. The need for user friendly interfaces

**POLL**

# Summary

- ▶ **Increasing digital engagement offers huge benefits - when it works for all**
- ▶ **Digital inclusion goes well beyond simply having an app/portal:**
  - **Suitable devices**
  - **Connectivity/Accessibility**
  - **User friendliness**
- ▶ **Higher needs groups at risk of social isolation need an integrated solution which does not replace human contact**
- ▶ **Options, like Housing Proactive, exist today to fast track higher levels of engagement**

# Q&A Session

# Thank you for joining us!



For any questions or follow up, please get in touch:

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