

PROBLEM AREAS

Visibility of progress and/or next steps
Poor marketing/selling of products to tenants
No retention of tenants post move-in

CONTEXT

Tech week is an opportunity to improve the existing platform.
Freddy/Ali work streams will benefit from product conversions.
Helps support in tickets generated.

BRAINSTORM

Opportunity to challenge what we believe are current issues.
List all our existing issues, (think of priorities).
Get a blue sky concept and also a realistic v1 and v2 concept.
Let's think about it chronologically.

LINK TO VISUAL JOURNEY

https://docs.google.com/presentation/d/1ImNzFdaax6_5hLoTmPk6D7TVntVsje-D8ZieA3tDI2c/edit?ts=5cf68136#slide=id.g58bb623b40_0_101

NOTES

Agents pitch to tenants. Tenants are expecting an initial email and be guided through the process. Agents say the platform tells you what you need to do.

How can we build trust as Goodlord for the tenant? Super clear and basic. Some may not speak English or is not the first language.

A short video explaining what Goodlord is, stating we provide a platform solution. Explanation required for Goodlord (copy changes).

Bring a progress bar and timeline to the beginning. Show the different sections of process.

A more clear initial email that outlines what Goodlord is and ways to bring the entire process to tenants.

More conversational throughout the process. Agents should do Goodlord as a sell.

Agents have to explain everything to tenants explaining what is happening throughout the process. Agents get calls about what is next after submitting or what their progress is from tenants.

Managing expectations is so key, give expected timeframes.

Redirect to the portal at each stage of the process.

Have all of their documents, and invoices for payments for the tenants to view.

CURRENT PORTAL

Instead of nothing to do, can we say who are we waiting on? Co-tenants being nudged about doing their job.

PRE-QUALIFICATION

Can be used to market products. Info should fill through the form.

INITIAL SIGNING & PAYMENT

Not particularly warm. Asks for money straight away. Social SSO would be better.

REFERENCING

Guarantors struggle, specifically to trust. If we want to build any recommendation. Long conversations take place in Support with Guarantors around sharing the data. We process 1000s of references, regulated by FCA, no one sees the data, encrypted, no bank details.

Guarantor don't have an agent heads up like a tenant. Nominated by tenant, so many a lack of visibility on tenants side. Email is very clear, but doesn't explain what Goodlord is?

Guarantor should receive a blurb on Goodlord email. Tenant email could have copy saying please inform the guarantor.

Agent doesn't want to interference with messaging people if they're a long time before move in.

TCLI call is not scalable, email will be bigger sample size but lower conversion and current.

MOVE IN MONIES & FINAL SIGNING

Progress bars are useful. Going back after not paying? They receive an email with bank transfer details if they choose don't pay by card.

RETENTION AFTER MOVE IN

Documents -> Would definitely get tenants interested.

FixedFlow could move in.

Offers

Receipts

Rent Payments

VERSION 1

Show the different stages with context/blurb.

goodlord

My Account

My Tenancy Application

Property Information

15/03/2019

6 Months

14/09/2019

Yellow House

Yellow Road

Yellow Town

YH1 2YT

Current Stage

Holding Deposit

Paid!

Complete Reference Form

Start Form >

Future Steps

Final Signing

View & Sign >

Media & Broadband

View Offers >

Food Delivery

View Offers >

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