



CASE STUDY: OTTAWA COMMUNITY HOUSING

OCH shows tenants how much they C.A.R.E.

Ottawa Community Housing (OCH) is the largest social housing provider in Ottawa, managing two-thirds of the City's social housing portfolio, is the second largest in the province of Ontario, and the fourth largest in Canada.

They have a portfolio of homes spread across the City of Ottawa including apartments, low-rise and high-rise apartment buildings, townhouses, row houses, detached houses and rooming houses.

OCH provides approximately 15,000 homes to over 23,000 tenants, including seniors, parents, children, couples, singles and persons with special needs. The OCH has a diverse population with varying languages and cultures.

The Challenges

With 4 offices across the city of Ottawa, they needed a way to manage feedback from those that come in for service to ensure they were holding to their brand values of Collaboration, Accountability, Respect and Excellence.

Using the Loop Experience Platform, Ottawa Community Housing collects survey data to measure against each of these core values.

"I wanted to make sure we were gauging the level of customer satisfaction that is in line with our values and service delivery models," said Jean-Marc Carriere, Senior Manager, Tenancy Administration at Ottawa Community Housing.

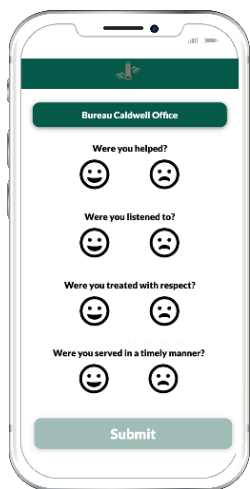
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Wanting to move away from the manual process of survey collection, Ottawa Community Housing wanted to take a digital approach to collecting feedback.

The Solution

Deploying the Loop Experience Platform in September 2020, OCH placed a kiosk in each of their four main offices across the city to collect in location, in person feedback.

During the pandemic, their offices stayed mainly open to the public. However, restrictions encouraged them to pivot and start collecting feedback through a link they embedded in automated email messages sent to tenants, in addition to the kiosks. This allowed them



to continue to receive consistent feedback, regardless of how the pandemic added restrictions to their daily operations.

Ottawa Community Housing also utilizes Scoreboards to display results from all of their four locations to the staff and residents that visit the office.

“The scoreboards are in the lobby displaying results for all four locations. It offers transparency to everyone including staff and tenants,” Jean-Marc said. “The Scoreboard prompts people to stop by the kiosk and leave feedback about their experience, as well.”

The Scoreboards have helped to empower frontline staff to problem solve when negative feedback comes in.


Overall, the Loop Experience Platform has helped the team remain accountable to their tenants during a challenging time.

“When you deal with people of varying backgrounds, the surveys are easy for everyone to understand. The simplicity is a big benefit of the program,”

**Jean-Marc Carriere, Senior Manager,
Tenancy Administration at Ottawa
Community Housing.**


About Benbria

Benbria is a leader in customer experience and engagement solutions, helping the world's most customer-centric brands deliver a superior experience that goes above and beyond their competitors. Using a variety of channels of engagement, the Loop platform enables brands to capture feedback and insights related to customer experience including loyalty, satisfaction and effort, engage with customers to convert and recover, and motivate frontline employees to improve operations, reduce customer churn and increase loyalty.

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