

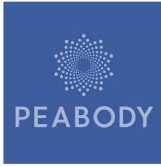
# Developing a Successful Portal During Merger

Presented by Alex Petford

3<sup>rd</sup> October 2018



# Peabody Group



## Old Peabody

- 29k homes
- 57k residents
- 1.1k staff
- 8k development pipeline



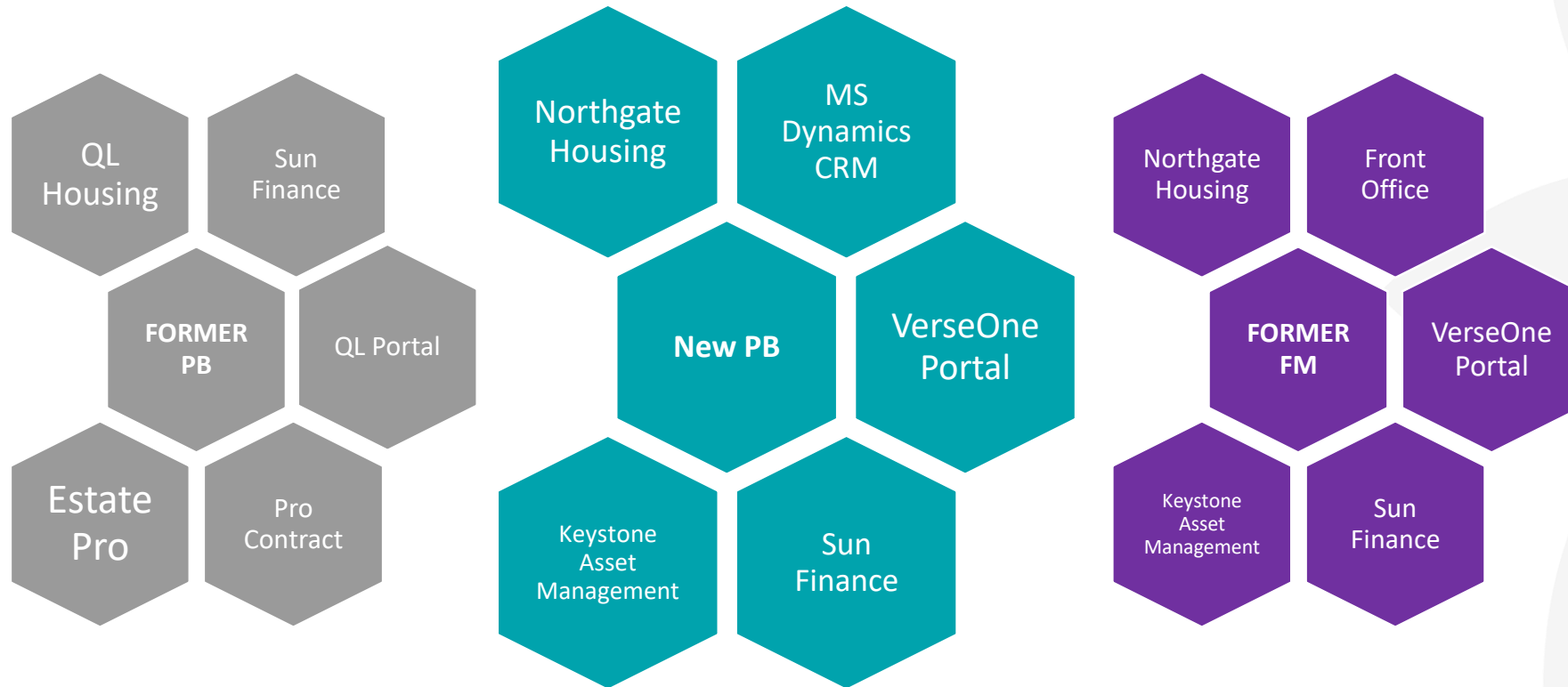
- 55k homes
- 111k residents
- 3.6k staff
- 11.8k development pipeline



## Old Family Mosaic

- 26k homes
- 54k residents
- 2.5k staff
- 3.8k development pipeline

# Integration



# October 2018



# Family Mosaic - MyAccount

- Long procurement process
- 3 months to go live
- Launched in March 2017
- 5000+ registrations
- Integrated repairs diagnostics feature
- Statements
- Contact forms



# Design Approach



Mobile first



Balance between  
business and  
customer  
outcomes



Don't get carried  
away...

# Buy In



Staff on the front  
line



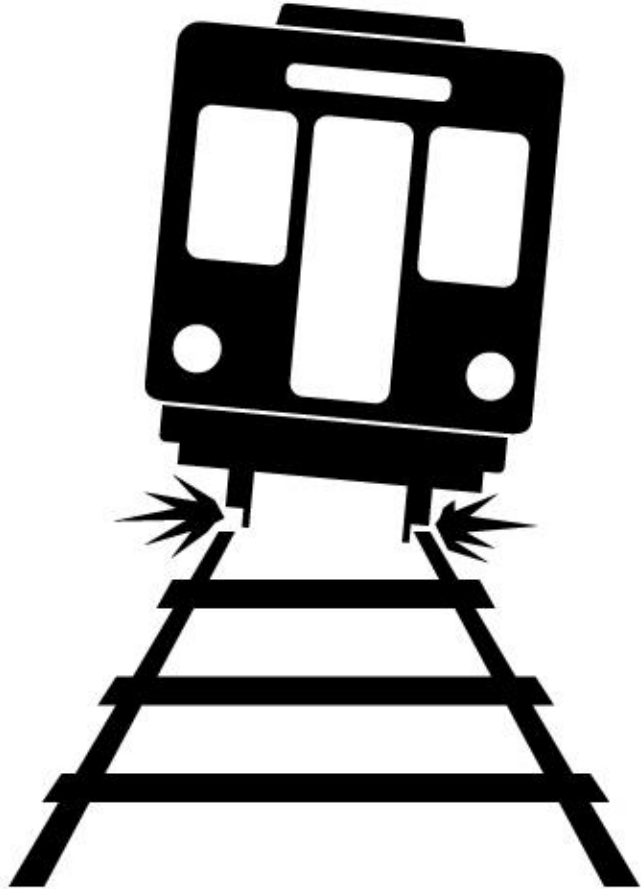
Senior  
Management  
Team

# Portal Promotion





# The Merger



- Halt to change programs
- Adopt and Adapt
- Product selection



# The Plan

Adopt  
VerseOne  
Portal

Adapt Portal  
Content

Migrate QL  
Portal  
Customers

Maintain  
Registrations



# InfoSec

QL Data  
transfer

Adapt Portal  
Content

Migrate QL  
Portal  
Customers

Maintain  
Registrations



What Next?



# CRM and DLO



# Promotion and Channel Shift



Thank you for you time.

Any questions?

