

Concurrent 9: Towards better renting experiences

Samantha Watson

Residential Tenancies Authority





Residential Tenancies Authority

Transforming service delivery across the renting lifecycle

Samantha Watson, Chief Customer Experience Officer

We respectfully acknowledge the Traditional Owners and Custodians of this country and their continuing connection with land, waters and culture. We pay our respects to all Traditional Owners and to Elders past, present and emerging.

About the Residential Tenancies Authority (RTA)

Queensland's rental authority and regulator with a vision of *renting that works for everyone*.

We are committed to providing **high quality, customer focused services** to tenants, property owners and managers and the wider renting community and sector stakeholders.

Our services

- administer rental laws
- implement rental law changes
- rental bond management
- customer support via our Contact Centre
- education and information resources
- free dispute resolution
- compliance and enforcement activities

Performance snapshot 2022–23



33% of households rent (2021 ABS data)



344,056 phone enquiries

- 82.6% customer satisfaction rating

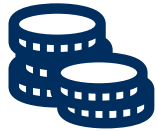


129 stakeholder engagement activities



3.7M website visits

- 350k more than 2021–22



\$1.14B total bond value



70.8% of forms submitted digitally

- 20% more than 2021–22



Over 22,000 disputes conciliated

- 76.3% of disputes resolved, where parties agreed to participate



764 alleged offences investigated

Data-driven service transformation

Research insights



Document and data review

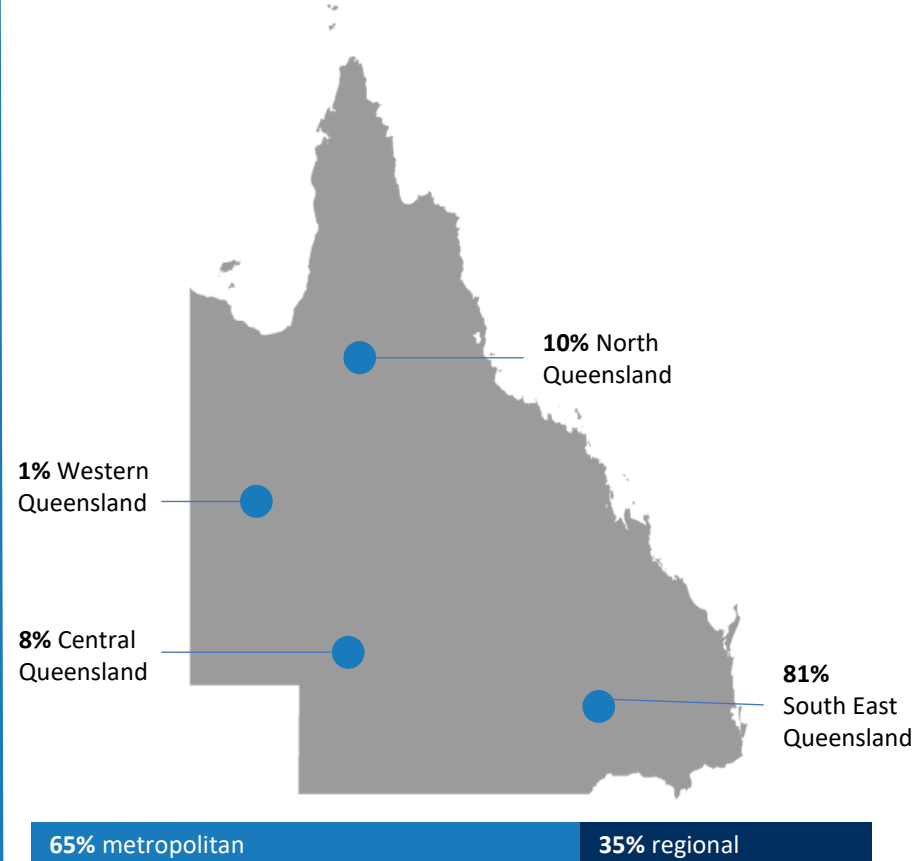


Customer, stakeholder and employee engagement



Market scan of customer experiences and services

Statewide reach



The above is where tenants are renting their properties.

Survey responses

1600+ responses



1,009 tenants



500 property owners



118 property managers



8 government agencies



15 industry bodies

RTA customer channels – highest impact opportunity areas



Front counter

Brisbane CBD, metro customers only.



Contact centre

Business hours of operation may not suit all customer contact time preferences.



Website

Customers may call if they cannot find answers to self-service their individual situation.



Web Services

Customers need a level of digital capability and access to use. Not all RTA forms are available digitally.



Hybrid events

Opportunity to increase awareness and engagement with tenants and other rental community customers.



Post

Channel adds time to receive and service customer requests.



Podcast

Broad educational information, which may not be tailored to specific situation and lead to calls.



Social media

Limited reach; opportunity to directly target customer groups.



Email

Customers may not have visibility of the progress of their enquiry, leading to call or further emails.



SMS (Outbound)

Leverage SMS as a key communication and support tool to empower self-service.

Improving our customer communications

Readability score was: 58
Readability score now: 76

Using 'Action' instead of 'Response' is **simpler language**.

Bolded heading emphasises the call to action.

It's important to keep this educational text in to ensure that customers **understand what happens next**.

Empowering customers to self-manage by providing the link to the RTA webpage about the bond refund process.

Revised email

Subject: Action needed: fast track the bond refund [bond number <<bond number>>]

Dear <<Customer's name >> / Customer

The Residential Tenancies Authority (RTA) has received a bond refund request for bond number <<bond number>>.

You can choose to fast track your bond refund. A fast track refund is when all parties agree to the refund and respond online. This allows for a payment to be made quickly.

Please respond to the fast track request by <<date>> **11pm (Queensland time)**.

To respond:

1. **Click <<this link>>** to view details of the request. Only use this link if this email is addressed to you. This link is unique and should not be shared with other people. This link will be available until 11pm (Queensland time) on << date>>.
2. **Log in** with your QGov account when prompted (or create a QGov account).
If you cannot create a QGov account, visit RTA's [QGov page] for more assistance.

What happens next:

- If all parties agree, payment will be made. Please allow up to three (3) business days for the bank to process your funds if you are due a refund.
- If any party does not fast track the refund or does not respond, the RTA will start a Notice of Claim process. This is where all relevant parties will need to respond to the Notice of Claim within 14 days.

For more information on the bond refund process, visit the [RTA's online bond refunds page](#).

Regards

Residential Tenancies Authority

Renting that works
for everyone



Using **brackets** for the bond number helps with readability.

'**Queensland time**' instead of 'AEST time' is simpler.

Next steps are listed with **bolded action verbs**.

Calling out the deadline again is important, to ensure the customer does not miss it.

Standard text about 'searching for information' online.

Moving this text below the signature block **reduces the length** of the email body.

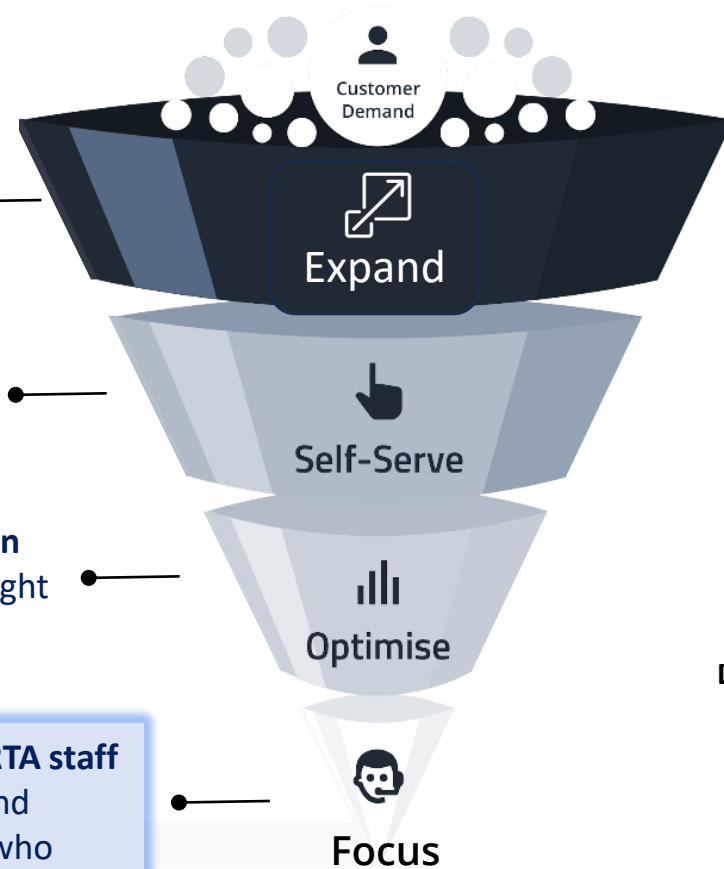
Future strategy: digital first but always human centred

Expand digital services to meet customer needs

Support the customer to resolve the task themselves through self service

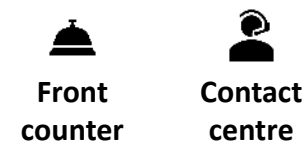
Handle the remaining enquiries in the most efficient way to get it right the first time

Remaining volume handled by an RTA staff member who provides a tailored and focused experience for customers who need it most



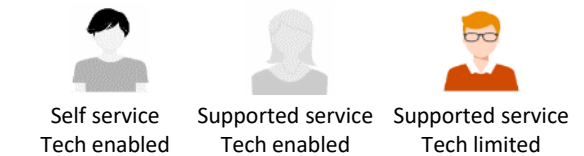
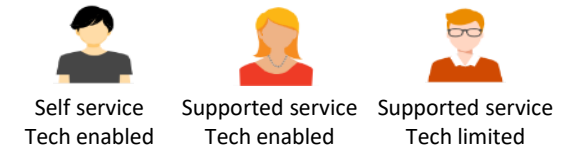
TARGET CHANNELS

Services and information are prioritised.



TARGET CUSTOMERS

A digital-first, self-service approach focuses human supported interactions on customers who need it most.



RTA customer experience: insights into action

Five key focus areas that underpin our strategy.

CAPABILITY

Empowering our workforce through skill development and knowledge management practices

- Strategic workforce optimisation and operational agility
- Leadership development
- Learning, coaching and development
- Knowledge and quality management

CUSTOMER EXPERIENCE

Improving experience and channel design to meet our customer needs

- Consistent and accessible customer communication
- Streamlined dispute resolution process
- Service channel strategy delivery to meet customers changing needs
- Continued development of customer centric services

PERFORMANCE MEASURES

Objectives, actions and measures creating value for our customers and staff

- Deepening of data informing changing sector trends
- Early identification of changes to customer behaviour and needs
- Transforming of meaningful service delivery commitments

DIGITAL TRANSFORMATION

Introduction of digital products transforming customer service delivery

- Citizen centric self-service accessible tools
- Differentiated tailored services and channels improving customer experience
- Enhanced cyber security protecting sensitive information

CX SERVICE DELIVERY

Empowering customer experience operations

- Continuous improvement across customer experience operations
- Continual review of service delivery model matching customer needs
- Change management connecting capability and systems servicing customer needs across renting lifecycle in QLD

CONNECTING CUSTOMERS, SERVICES AND EXPERIENCE