

# Topic Group Digital Change – Workshops 2019

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# Agenda

- 01 Framework for TG Digital Change and close cooperation with EDF**
- 02 Timeline and content of workshops**
- 03 Workshop 1: Gewobag Digital Service Center (platform concept)**



01

## Alignment of TG with EDF



# We aim for ready-to-use tangible output as well as open exchange between EFL members and EDF

Members of the TG Digital Change as well as participants of the EDF shall benefit from tangible output and networking as a result of aligned program

## PLANNED OUTPUT AND BENEFITS OF THE TG DIGITAL CHANGE

- Members and associates work together on **tangible output** such as handbooks, case studies, designs, standards for reporting, EU funding and other concepts of digitisation
- Network with **likeminded people** who face the **same obstacles**, same interests and similar customer needs
- Sharing of **lessons learned** on how specific topics were addressed and projects conducted successfully
- Getting **new impetus** for developing your own company
- Focusing on **solutions for real life challenges**, e.g. within BarCamp or OpenSpace sessions, pilots and prototyping

# Agenda setting, design of rules and filters will be discussed in first TG meeting

To be discussed on  
TG Meeting in  
March 2019

Digitization is a major topic with a broad group of stakeholders that makes focus and prioritisation necessary for agenda setting

**Topic Group:**  
rules and criterias  
as filter  
for agenda  
with focused topics

- **Innovative** in terms of housing industrie
- **Relevant** for the majority of topic group members
- **User centered** (customer needs validated)
- **Scalable & expandable**
- **Open** (with minimal lock-in regarding provider & tech dependencies)
- **Transferable** (process-, business-, customer-, technology)
- **Affordable** (ressources, knowhow and budget can be implemented)

--> **Validated and focused agenda**

**Member and  
partner**

- Goals, Benefits and risks well defined (resilient SWOT)
- Convertible in tangible output (projects- / pilots / studies)
- Expertise & ressources available
- funded by partners or member

--> **Roadmap and project portfolio**

# 02

## Timeline and content of workshops



# Topic Group meetings will be synchronized with EDF meetings

## Workshop 1 in Berlin

Topic: Digital Service Center

- March 25, 2019, Berlin: TG Meeting
- March 26, 2019, Berlin: EDF Meeting

## Workshop 2 in Berlin

Topic: Blockchain for Housing Company

- June 11, 2019, Berlin: TG Meeting
- June 10, 2019, Berlin: EDF Meeting

## Workshop 3 in Frankfurt

Topic: Collaboration with Start-Ups through accelerator programs

- November 11, 2019, Frankfurt: TG Meeting
- November 12, 2019, Frankfurt: EDF Meeting

# Proposed Agenda for TG meeting March 25 in Berlin

Changes  
and  
additions  
welcome!

1

Welcome speech  
The Frameset of the digital service center  
from a housing company's perspective

2

Gewobag approach and project, status,  
lessons learned and vision

3

Status of cooperation EFL with EDF

4

Expectations, interests and needs of topic  
group members – agenda setting 2019



# 03

## Workshop 1: Gewobag Digital Service Center (platform concept)

- **Status Quo**
- **What´s our mission?**
- **Focus on sharp digital options**



# Status Quo – Gewobags framework as basis for digitization

Preview



**DAMAGE REPORTS (HOTLINE)**



**CUSTOMER SERVICE**



**WEBSITE (INFORMATION)**



**ERP-SYSTEM & CRM INTEGRATION**



**IN-BOX & SCAN-PROCESS**

# Platform concept for housing services

Preview

Gewobag, as a large Berlin housing company, implements a central communication platform for its tenants.

## Digital communication between Gewobag and tenants

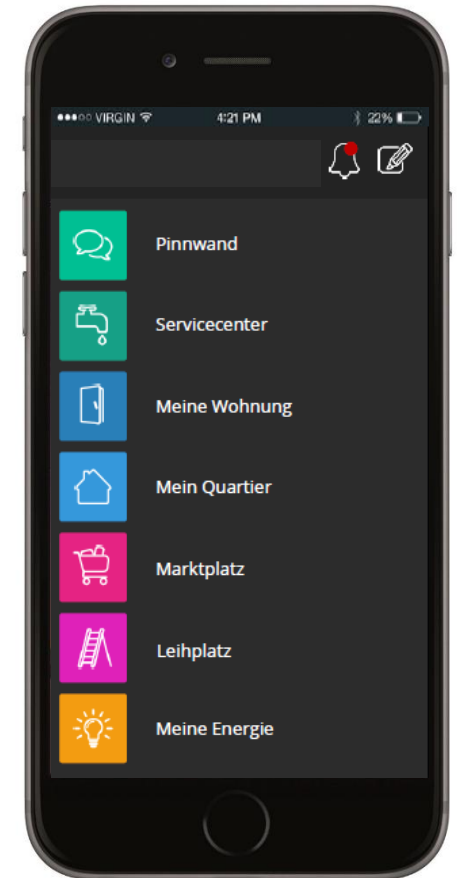
- The Smartphone App enables the development of a central, device-independent communication platform that can be operated **by any tenant**.
- Gewobag can **digitize** and partially **automate** its **communication** with the tenants in the long term.

## Promotion of the tenant community and the neighbourhoods

- The Smartphone App helps tenants to communicate with their immediate neighbours and thus **promotes the social development** of the neighbourhoods.

## Value creation networks through the integration of partners and products

- The Smartphone App enables **the integration of (local) partners** and thus offers revenue potential through **cross-selling**.



# Mission

Preview

Where we are heading and how we are going to achieve ...

- ATTRACTIVE & SIMPLE TO USE
- HIGH COMFORT & CLIENT SATISFACTION
- EFFICIENT & FAST PROCESSES
- SELF-DETERMINED & INDEPENDENT SERVICE
- DIRECT & SPECIFIC PRO-ACTIVE COMMUNICATION
- TRANSPARENT & EVALUABLE INFORMATION
- ADDITIONAL CUSTOMER SERVICES & VALUES
- SOCIAL & URBAN DEVELOPMENT

- Onlineportal & mobile Apps
- UX optimized Frontends (mobile first)
- Selfservices
- Process- optimization & automatisisation
- Process intelligence & dashboards
- Service-Chats & Chatbots
- Standard forms & ticket requests
- Proactive informationmanagement
- Dataanalytics & Prognosis
- OCR & deep learning
- ...
- Smart Home Services, Smart Metering, ...
- ...
- Social Community Tools, Participation, ...
- ...