



Driving a data-led response to customers' needs

Sentinel's Data Hub helps housing organisations to understand and respond to customers' current and future needs.

Providing an accurate single view, the Hub integrates any number of data streams to form up-to-date, holistic records for all kinds of customers.

Information can be fed back into existing systems, improving customer management by providing a comprehensive picture of people, a deeper understanding of the services they need and what their future requirements are likely to be.

Target cohorts can easily be identified using configurable profiling functionality and automatic alerts can be set to remind team members whenever action needs to be taken.

The provision of improved insight empowers organisations to deliver modern, efficient housing services and achieve their objectives by becoming more needs-driven, proactive and innovative. It also helps them to identify and meet the expectations of a diverse customer base, including individuals who are vulnerable or have specific needs.

Additional applications and benefits include:

- ▶ **Right-first-time services** - rich data intelligence supports the development and delivery of services that meet a clear need, are sustainable, and appropriately resourced.
- ▶ **A greater understanding of risk** - detailed chronological records for all tenants highlight issues, including any history of arrears or anti-social behaviour, as well as health needs.
- ▶ **Improved collaboration** - accurate, unified data helps to lead to more consistent delivery and more effective working with local authorities and other partners.
- ▶ **Unified data for easier reporting** - all information contained by the Hub is simple to sort and extract, ensuring reporting requirements can be met quickly and easily.

**To learn more, please contact us on 0800 612 2116
or email info@sentinelpartners.co.uk**