

Improving Housing Choice Voucher (HCV) participant and landlord experience

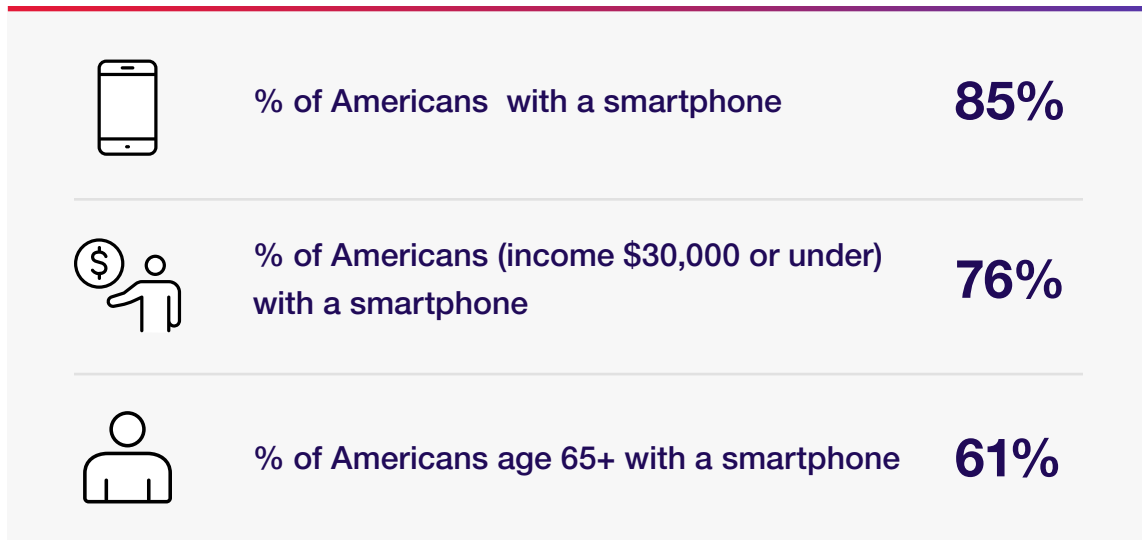
**Customer experience is paramount when
digitizing HCV processes**

CGI



With smartphone usage on the rise, participants and landlords alike want the option to interact with housing authorities digitally.

Historically, housing authorities interact with participants and landlords through in-person and manual, paper-based processes. But as smartphone usage rises among housing choice voucher program (HCV) constituents, opportunities abound for improving customer experience and enhancing outcomes.



Improving customer experience for participants and landlords



Digital transformation is essential to improve HCV mission outcomes. However, such improvements are possible only when end users adopt transformative technology. The key is designing with and for users, applying best practices of user-centric design.

CGI helps public housing authorities move previously paper-based and manual processes online through intuitive, easy-to-use portals designed with participants and landlords top of mind.

CGI's HCV portal solutions:

- 1 Enable the digital collection of data and supporting documentation, including pictures, via easy-to-use wizards
- 2 Ease the data submission process via intuitive user-centric design
- 3 Provide real-time validation against business rules at the point of entry
- 4 Support access from any device at any time
- 5 Reduce burden with easy access to data previously submitted
- 6 Secure personally identifiable information
- 7 Improve document/form tracking

Key to HCV portal success: customer experience design



CGI's experience shows that simply digitizing paper-based processes is not enough to create a truly positive end-user experience. Efforts that simply replicate a paper-based form online fail to improve business processes, and the intended end users often do not adopt them.

CGI's approach to the design of HCV portals ensures that the interaction:



Mirrors the experience of being interviewed by a housing specialist



Provides participants and landlords with the shortest and quickest path to request submission via wizard-like forms



Uses comprehensive testing prior to go-live to validate ease of user experience at every step



Leverages cloud-based solutions for access from any device, anywhere, at any time

Simplifying the end-user experience

Improving end-user experience requires more than simply digitizing an existing form. When gathering data from participants or landlords online, simplification of data collection reduces complexity and improves user experience. When developing portals to support processes such as annual or interim recertifications, request for tenancy approval, rent increase or change of ownership—for example, an online app designed in the form of an online survey, asking one question at a time—simplifies the process.

Using this one-question-at-a-time interview method, we guide the user through the data collection process. Based on their answers, we can probe deeper and request additional data or skip unnecessary questions altogether.

Field-level validation helps ensure that the data entered corresponds to the question (e.g., numerical values entered for questions related to income).

We allow submitters to take pictures and upload images of required documents such as paystubs or social security benefits letters, making it easier to complete the submission.

In addition, by keeping the wording concise and fonts easy to read, we eliminated the fear often associated with long, paper-based forms.

One CGI client reduced the time to complete interim recertifications by 60% by adopting an easy-to-access, wizard-based app.



Driving adoption: building specifically for HCV end users

Housing authorities can improve customer experience and drive operational efficiencies through the implementation of portals designed from the ground up for end-user adoption.

CGI's experts can help you digitize key interactions between your housing authority, participants and landlords.



About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are insights-driven and outcomes-based to help accelerate returns on your investments.

Our 30+ year history serving the affordable housing industry gives us a unique vantage point to understand your challenges and move with agility to solve them. We operate at the intersection of bold thinking and disciplined execution to rapidly achieve uncommon outcomes at scale. We support public sector housing leaders in exploring new opportunities to improve outcomes for the families and individuals you serve.

Learn more about our work supporting HUD and public housing at cgi.com/affordablehousing

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