

Embargoed until:
00:01 10th October 2013



OpinionWise Ltd launches nationwide tenant dialogue solution

OurHousing is an exciting new online service that helps social housing landlords and residents share their experiences with the aim of improving services.

The idea is simple – anybody with an experience of a Housing Association property can tell their story online and engage in an open dialogue with others around it. Landlords can also reply and benefit from new insights, including the benchmarking of their services with other providers.

The website is being backed by Nominet Trust who seed-funded its development in conjunction with OpinionWise Ltd who will manage and moderate the service as an independent intermediary.

Fraser Henderson, founder and director at OpinionWise, said: “This is a real opportunity to help tenants make more informed and normalised decisions by exposing and grouping everyday narratives – from general experiences to words of praise. Housing providers should relish the opportunity to act on this feedback as the nature of stories makes them an incredibly powerful instrument for capturing intricacies and helping others relate to problematic situations.”

Jayne Hilditch, Corporate Services Director at Thames Valley Housing, commented about the vision behind OurHousing: “Understanding customers’ experiences is vitally important to designing service improvements. These stories illustrate what works well and what doesn’t. By giving customers the opportunity to do this online, Housing Associations might also get to hear from the ‘unusual suspects’ who haven’t engaged in the traditional resident involvement channels”.

Housing Associations will be able to engage with the platform, *for free*, by registering at <http://opinionwise.co.uk/ourhousingbeta/>. They can also choose to sign-up to a premium service which includes a number of enhanced features and tenant outreach packages.

OurHousing is keen to work with early adopters looking to integrate fully with the solution and invites Housing Associations to get in contact and trial the free account as described above.

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Notes to editors

- OpinionWise is a limited company (registered in the UK) with the aim of developing digital products which harness narratives and digital engagement for social good.
- The platform will officially launch (in Beta) on the 10th October at the Tinder Foundation Social Housing Providers' Digital Inclusion Strategy Group meeting in Sheffield.
- About Nominet Trust: Nominet Trust is the UK's only dedicated Tech for Good funder. The Trust believes in harnessing the power of digital technology to improve lives and communities.

A UK registered charity, Nominet Trust brings together, invests in and supports people committed to using digital technology to create social and economic value.

Nominet Trust has invested in hundreds of projects since its inception, providing business support as well as financial investment, seeking to connect projects to prospective partners who can help increase their reach and impact.

Nominet Trust was founded in 2008 by Nominet, the not-for-profit organisation responsible for the smooth and secure running of the .uk internet infrastructure. Nominet has a strong public purpose and the Trust is one example of its commitment to creating a safer, accessible and diverse internet. www.nominettrust.org.uk