



AI Analytics, the Key to 'Awaab's Law' Compliance

New regulatory provisions are among the compelling reasons social housing providers are turning to AI-powered speech analytics, to turbocharge contact centre operations, reports Avoira's Head of CX, Ian Taylor.



October sees the implementation of the first phase of Awaab's Law, a crucial piece of legislation which will place significant new regulatory demands on social housing providers.

A key plank of the Social Housing (Regulation) Act 2023, the law is named in memory of Awaab Ishak, a two-year old child who tragically died after prolonged exposure to black mould in his family's housing association flat.

In response the government is rolling out stringent new regulations which will demand social housing providers address a variety of risks in a timely and effective manner. Initially, the focus is, understandably, on damp and mould, with a requirement to address and fix any issue that presents a serious health risk within 24 hours.

Next year the scope will widen to embrace a wider range of hazards, such as electrical faults and fire risks.

The final phase will, from 2027, see the law covering all hazards listed under the [Housing Health & Safety Rating System](#) (HHSRS), except overcrowding. That will be a significant extension of legal responsibility.

Naturally housing associations and local authority providers have been examining how their contact centre and allied systems and protocols can support regulatory compliance.

I know this because this is a sector in which Avoira is increasingly active as providers appreciate how our AI-powered [Xdroid speech analytics solution](#) can both support delivery of compliance – and evidence it.

[Thirteen Group](#), which provides social homes and services to over 100,000 people, is deploying Xdroid to both drive customer service enhancements and regulatory compliance.

Adele McLaren, the housing association's Head of Touchpoints & Experience is unequivocal in noting its potency, stating that “Crucially, with the roll out of a new regulatory framework under Awaab’s Law, we’ll not only be better able to identify and respond to urgently required property remediations, but evidence our compliance with the new regulations.”



Xdroid powers social housing service delivery

Responding to the sector’s demands, we’ve trained Xdroid’s language engine to understand lexicon specific to service delivery in social housing. This means it can deliver specific benefits to providers from day one.

Before I drill down into those specific benefits, let me first explain a little more about what Xdroid is and what it does.

It’s a highly powerful and intelligent analytics technology which captures, transcribes, analyses and delivers Net Promoter Scores (NPS) for every call.

In providing a 360° view of contact centre operations and a range of invaluable metrics, it empowers managers to, amongst other things, identify best practice, optimise productivity, enhance the customer journey, flag vulnerable callers and determine compliance with internally and externally defined protocols.

It’s been deployed to great effect across both local and central government, including at the [London Borough of Barking & Dagenham](#) where its power and effectiveness have been recognised by both the government-sponsored [Smarter Working Awards](#) and [Technology Reseller Awards](#).

The language engine developed for the social housing sector means Xdroid now adds a new dimension.

It is capable of understanding the kind of lexical nuance that agents deal with daily. Xdroid will understand if a caller says “my boiler is kaput” rather than saying “my boiler is broken”.

“Xdroid adds a new dimension by incorporating a language engine developed for the social housing sector. This can not only identify and categorise issues which fall under what will be a broad regulatory remit, but also whether agents are providing appropriate resolutions.”

This means that, on deployment, this unique technology can immediately identify and categorise reasons for calling. It will automatically generate a Demand Identification report which segments calls according to, say, payment queries, housing benefit enquiries, repair requests, electrical faults and so on.

Compared to manual reporting, in which an agent will typically categorise a call based only on the main reason it was made, it also offers greater depth. Xdroid additionally captures sub-reasons: Having reported a kaput boiler a caller might add, "Whilst I'm on, could I just let you know I will be late paying my rent next month?"

This is an important benefit in understanding the full truth of call demand, enabling managers to determine what is costing time and money and to train staff in proportion to calls handled by category.



“ In providing vulnerability scores, the technology empowers housing providers to better support those at risk. They may signpost to other services - internal or external - to support a tenant's wellbeing and help them maintain their tenancy. ”



DID YOU KNOW?

In 2023, 7% of social rented homes had a damp problem and 4% had hazards rated at the most dangerous 'category 1' level.

(Source: [Ministry of Housing, Communities and Local Government](#), 6 February 2025.)

And, of course, as Thirteen Group's McLaren confirmed, it's a potent tool when it comes to supporting and confirming adherence to Awaab's Law's statutory timeframes.

That language engine can not only identify and categorise issues which fall under what will be a broad regulatory remit, but also whether agents are providing appropriate resolutions.

If a caller rings in to report a concern about damp or mould. Xdroid will classify the call, including determining if the resident's particular circumstances mean the issue raised falls under category 1 in law – posing a serious health or safety risk.

For example, it can confirm if an agent has asked if the caller suffers from a respiratory illness, such as asthma, and, if so, that a category 1 response has been organised.

Xdroid will prove even more powerful when Awaab's Law embraces the many hazards that fall under the HHSRS.

Identifying & supporting vulnerable customers

In addition to identifying, classifying and scoring calls in line with the regulatory framework, Xdroid can identify a broad range of caller vulnerabilities.

These might include issues such as physical and mental health conditions, financial concerns, disabilities, learning difficulties, addiction, bereavement and relationship breakdown.

In providing vulnerability scores, the technology empowers housing providers to better support those at risk. They may signpost to other services - internal or external - to support a tenant's wellbeing and help them maintain their tenancy.

Sabina Onwuka, Head of Customer Services at LBBB sees this very much as a plus-point, pointing out callers will not necessarily state that they are vulnerable.

"Xdroid's telling me what's happening across my 300,000 calls. It captures exactly what's happened as opposed to simply noting that someone called for a repair. There could be something else discussed in that call that we need to know and that's captured."

Immediate benefits on deployment

A crucial capability of the technology is what the techies have branded Prompt Building. This innocuous sounding label belies the power of this feature. It allows housing providers to upload a document outlining the organisation's own rules and protocols from which Xdroid will learn.

So taught, the technology can then build QA scorecards in minutes to determine if those rules have been appropriately applied. These can encompass everything from the use of an appropriate greeting to application of risk remediation actions.

Remember too, it will do this at mass scale, reporting on every single communication. It provides, as Onwuka puts it, a "helicopter view". What's more that view incorporates holistic NPS scoring and auto summaries.

The former includes score reasoning and points to areas where improvements can be made, whether they relate to the organisation, processes or agents.

Auto NPS delivers more honest and holistic picture than Customer Service Satisfaction Ratings (CSAT) platforms such as Trustpilot because it does not rely on self-selection or agent prompts and covers every call.

Auto NPS delivers a more honest and holistic picture than Customer Service Satisfaction Ratings (CSAT) platforms - and aligns more closely with emerging Tenant Satisfaction Measures (TSMs) - because it does not rely on self-selection or agent prompts and covers every call, unlike certain review platforms.

“Implementation of Xdroid will mark a step change in the way we monitor, score and finesse customer service delivery... Automating our quality assurance processes will remove the obvious limitations of random call sampling. With every call being assessed we'll for the first time have a full 360-degree view of Touchpoint service centre operations and standards.”

Adele McLaren, Head of Touchpoints & Experience Thirteen Group.

Xdroid is also equipped with a chatbot which staff can use to interrogate a call, using natural language. This is incredibly useful in quickly and effortlessly reviewing calls that demand further investigation, such as complaints.

If you were to rely on manual examination, then a team leader or manager might need to listen to a whole call, maybe 40 minutes long, to determine what happened. In some cases, they'd need to type it out too.

In contrast, with Xdroid's chatbot they simply need to type in an enquiry; "did the caller mention mould?". The AI will analyse the call transcript and the chatbot will respond within a minute, including the reference text.

As one of our clients memorably put it, Xdroid is a gamechanger. Thirteen's McLaren concurs, noting that, "Implementation of Xdroid will mark a step change in the way we monitor, score and finesse customer service delivery.

"Ensuring we provide safe and quality homes for our customers is at the forefront of what we do. That means listening to what our current and future customers need.

"Our strategy is focused on customer excellence and this is what drives our ambitions around how we ensure that the best possible services are delivered to our customers.

"Automating our quality assurance processes will remove the obvious limitations of random call sampling. With every call being assessed, for the first time we'll have a full 360-degree view of Touchpoint service centre operations and standards."

Awaab's Law Timetable



Social landlords will have to address damp and mould hazards that present a significant risk of harm to fixed timescales. All emergency repairs, including for damp and mould or other hazards, must be addressed as soon as possible and within no longer than 24 hours.



The legislation is expected to embrace wider HHSRS defined hazards such as excess cold/heat, falls, structural collapse, hygiene risks and fire, electrical and explosions.



Awaab's law will apply to the remaining HHSRS hazards, excluding overcrowding.



The reach of the legislation will extend to private landlords through powers introduced under the Renters Rights Bill.

DID YOU KNOW?

From 2027, Awaab's Law is expected to apply statutory timescales for the addressing of nearly all hazards listed under HHSRS. These include:

- Excess heat or cold
- Lighting
- Falls associated with baths, level surface, stairs, between levels
- Position and operability of amenities
- Noise
- Asbestos and man-made fibres

[For a full list of HHSRS hazards, click here.](#)



See how Xdroid can spark real transformation in your organisation. Book a demo today to uncover powerful insights, elevate operational excellence, and discover a strategic partner in your journey to success.

info@avoira.com [0333 001 5151](tel:03330015151) avoira.com

