

The Customer Portal

Talking Points

Purpose Statement

The Customer Portal is a secure website where you can support service participants at every step of their housing journey. It's meant to help forge a deeper connection between providers and participants and, through that connection, place more power in the hands of people experiencing homelessness.

As you encourage folks to sign up for The Customer Portal, this resource offers talking points to guide your conversations. Of course, these should be viewed as suggestions you can shape based on your expertise, unique voice, and carefully built relationships with your participants.



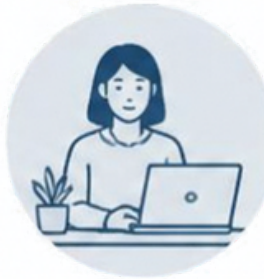
Our Audiences

We're focusing on two primary audiences:



People who are currently unhoused:

These folks are unsheltered, often living in encampments. They're likely to be focused on basic daily needs: for example, finding their next meal or a safe place to sleep. They may be wary of signing up for The Customer Portal, partially because of the technological barriers and partially because of their past experience with the system. In our outreach, we'll need to be more hands-on helping them engage with The Customer Portal and reassuring them that it's safe and easy to use.



People who are currently housed:

These folks have been connected with housing (whether short- or long-term), and they're likely in a more stable position. We'll encourage them to sign up for The Customer Portal and build trust by walking them through the steps and demonstrating its benefits. They may be more eager to engage with The Customer Portal consistently if we show them how a few key tools can help them save time and stay housed.

The Customer Portal

Our Voice

Service participants want to be truly known by their support team. They're looking for someone who can walk alongside them, who can be their advocate during difficult times and celebrate their victories. As we share about The Customer Portal, we'll nurture this relationship by using a voice that's empowering, trustworthy, and practical.



The Customer Portal Talking Points



Practical

Of course, our ultimate goal is helping participants find and keep housing — but we'll strengthen trust along the way if we emphasize how The Customer Portal can create little wins: tackling paperwork and signing documents.



Empowering

We want participants to become self-advocates. We'll highlight how The Customer Portal can jumpstart their housing journey, allowing them to take the story of their experience with homelessness into their own hands.



Trustworthy

Whenever possible, we'll chip away at the skepticism of our participants by reassuring them that The Customer Portal is safe to use. People with lived experience helped build it, and they triple-checked that information would be protected.

Talking Points. Tackling Key Questions.

What is The Customer Portal?

For Unhoused Participants

The Customer Portal is a protected website where we can work together to get you what you need: for example, it's a place to store a copy of your ID and program paperwork, make an appointment with a housing specialist to find housing, or get updates on increment weather or free community events.

The Customer Portal gives you more power in your housing journey. You can securely send your support team messages, update your contact information, upload and sign documents. If you have any questions, I'm here to help out.

For Housed Participants

The Customer Portal is a secure website that allows us to communicate safely and easily. You can send me a message, schedule an appointment, or upload and sign documents digitally without spending time chasing me down.

The Customer Portal keeps track of all the documents you've uploaded and the steps you've taken to ensure that your housing situation stays steady. It organizes and stores important information so you don't have to. If you have any questions, just send me a message and we can work together to figure it out.



How does The Customer Portal help me?



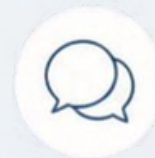
The Customer Portal allows you to take more control of your journey into permanent housing. Your case manager is no longer the only person who can make sure your information is uploaded and accurate; now you can too!



The Customer Portal shows you are active in the housing queue and saves any documents you've uploaded so you can be ready when a housing program becomes available.



The Customer Portal is designed to help you find and keep housing. It's a place where you can share the documents and have the conversations that'll help you stay where you are or take the next step in your housing journey.



The Customer Portal allows us to securely message each other. It gives us a safe place to connect digitally, where we can work together to tackle things like paperwork, identification cards, finding medical services, and setting up childcare.

Wherever you are in your housing journey, The Customer Portal can help.



The Customer Portal

Talking Points



Does The Customer Portal track my location?

For Unhoused and Housed Participants

No! Nobody knows your location unless you want them to. The only locations shared with your service team are the ones you enter in your profile. You can add as many or as few as you are comfortable with. If a location you entered is not longer where you can be found, you can easily mark it inactive.



Who can access my data?

Your data stays between you and your support team. Employers, the police, and the court system do not have access to your information.



Remember, The Customer Portal was created by folks who have lived experience with homelessness in Alameda County. We know how important it is to protect your information, so we were extra careful to give you control over it.



Sign-up is easy! All you need is an email, internet, and smartphone.



Your data stays between you and your support team.



Nobody knows your location unless you want them to.

How do I get started?

To get started, just reach out to your case manager or anyone else on your support team and ask them to sign you up for The Customer Portal. Sign-up is easy — all you need is an email address, internet access, and a phone, tablet or computer. Your support team can give you a hand if you don't have any of those things.

If you're having trouble signing up, let your support team know! We're happy to help you navigate the sign-up process and work through any technical issues you run into.



Scan the QR code for more details.

