



Broadacres

Revolutionising Customer Interaction Approach

AN ENGHOUSE INTERACTIVE CASE STUDY

Overview

INDUSTRY

Housing Association.

GOALS

Deliver enhanced quality of service to customers across multiple interaction channels.

SOLUTIONS

Enghouse Interactive
Communications Center.

BENEFITS

- Complete and fully integrated contact centre solution.
- Tailored solution.
- Lync presence enables a more informed service.
- Intelligent insight into performance.
- Collaborative resources across the business.
- Consolidation of digital communication methods.

Powerful combination delivers omni-channel engagement capability for customers

Broadacres Housing Association provides a comprehensive range of services to approximately 5,700 homes in North Yorkshire. Established in 1993, the Association has grown both in terms of the number of properties it manages and its awareness of the needs and aspirations of its customers. Broadacres operates under charitable rules and has a governing body of ten volunteers including two customers of the association.

With its headquarters in Northallerton, Broadacres currently has stock in Hambleton, Darlington, Richmondshire, Harrogate, Redcar and Cleveland, Ryedale, Scarborough, Selby, East Riding of Yorkshire, York and Leeds.

In order to deliver an enhanced quality of service to its customers across multiple interaction channels, Yorkshire-based Broadacres Housing Association has implemented a contact centre solution from specialist IT Integrator, Unify Communications, based on the flagship EICC Communications Center, contact centre platform from Enghouse Interactive – alongside its existing unified communications platform, Microsoft Lync.

“We are a customer-focused organisation, always striving to improve the service we offer our customers. We were aware that customers were choosing various channels to contact with us and this trend has been accelerating over time.”

Rebecca Welburn, Communications Manager, BROADACRES

"New digital communications methods like email and social media were becoming more popular and increasingly rivalling the more traditional use of fixed line telephony, but we had no central coordinated approach to interacting with them across all of these platforms," she continues. "That's why we sought out an IT partner with extensive knowledge of the contact centre market and proven success in deploying flagship contact centre solutions and Microsoft Skype for Business into that market. Unify Communications fitted the bill perfectly in every respect."

Seamless implementation

"One of the great benefits of working with Unify was that they were able to provide a complete and fully integrated contact centre solution to us and act as a single point of contact," adds Welburn. "We were impressed with how smooth and seamless the implementation was but also with both the open approach to communication and the responsiveness of the whole Unify team. That made it easier for us to get our agents involved in the process upfront and buying into it from the start."

"For us, it was critical to the success of the implementation that we were able to bring the whole team with us and involve them all from the beginning," she adds. "We focused on moving agents over from hunt groups to a sophisticated contact centre solution and made sure we took account of their experiences and expertise on call handling and customer management so that the solution could be tailored accordingly."

"That's why we sought out an IT partner with extensive knowledge of the contact centre market and proven success in deploying flagship contact centre solutions and Microsoft Skype for Business into that market. Unify Communications fitted the bill perfectly in every respect."

Rebecca Welburn, Communications Manager,
BROADCACRES

Mark Birch, Head of ICT for Broadacres, said: "For us, one of the great advantages of deploying EICC is the fact is that it enables us to bring the customer service skills of the whole organisation not just the contact centre into play in answering customer queries. That means we can use presence management with Lync, enabling us to offer a more informed service, to see if the required contact is available and ensure we do not transfer calls to an unanswered line."

"EICC's reporting capability is another key advantage," he adds. "We have been able to use it extensively to get a much better insight into how we are performing. That means gleaning important information around how quickly we are meeting customer needs; who is getting in touch with us via social media, what is the average handle time taken to answer over different forms of communication as well as the kinds of questions people are asking us and why they are getting in touch."

Getting a handle on the market

Equally, Broadacres is using the contact centre solution to help it become more agile in the way it reacts to market changes and proactively helps to deliver optimum customer service levels.

According to Welburn, "with the government's recently announced plans to reduce rents in social housing by 1% a year for 4 years, the pressure is on for us to be as efficient as possible while at the same time dealing with customers in the way in which they want to be dealt with. We are looking to better anticipate the impact of government changes on our customers and ensure we are protecting their needs in any way we can.

David Smith, Channel Director, Enghouse Interactive said: "housing associations across the UK are increasingly appreciating the benefits they can achieve by putting in place high-performance contact centre solutions that enable them to optimise the service they can provide customers and react quickly to address market changes and new customer demands. Broadacres is one of the most forward-thinking in these respects – and we are delighted that they have chosen EICC to play a critical role at the very heart of this customer-focused approach.

"One of the great advantages of deploying EICC is the fact is that it enables us to bring the customer service skills of the whole organisation not just the contact centre into play in answering customer queries."

March Birch, Head of ICT
BROADACRES

About Enghouse Interactive

Enghouse Interactive develops and supplies the widest range of customer contact solutions on the market through an extensive network of value-added partners. Enghouse Interactive's integrated suite of solutions includes multi-channel contact center, self-service, attendant operator consoles and workforce optimisation. These solutions enable organisations to classify and respond to customers in the way that they want: quickly, efficiently and successfully, with minimal effort.