

# 6 KEY TRENDS

transforming housing association  
customer service delivery

## 1 Successfully managing the shift to blended working

Build connections across the blended workforce through unified communications such as **Microsoft Teams**.

### UC enables:

- ✓ Better customer experiences
- ✓ Cost and resource savings
- ✓ Happier, empowered contact centre agents
- ✓ Greater productivity
- ✓ Greater customer loyalty

**26%**

of Brits plan to continue to work from home permanently or occasionally after lockdown<sup>1</sup>

**83%**

of employees rely on technology for collaboration<sup>2</sup>

**81%**

of all customers attempt to take care of matters<sup>3</sup>

**70%**

of customer interactions will involve chatbots, ML and mobile messaging<sup>4</sup>

**40%**

of repair complaints

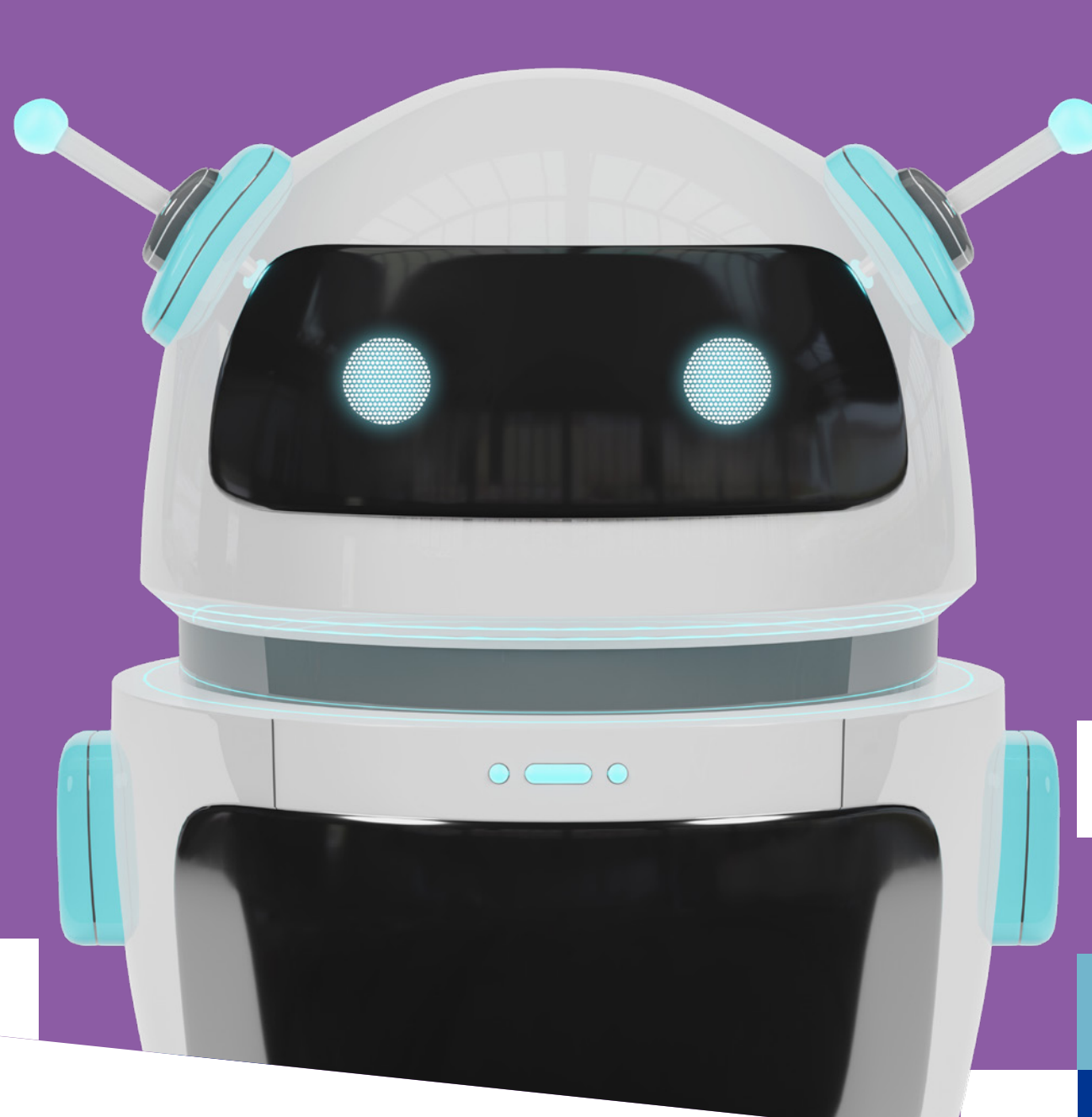
## 2 Busier customer service teams – and AI to meet changing needs

Deflect calls from busy customer service teams by implementing **Artificial Intelligence** to handle basic enquiries such as booking repairs or paying bills.

**“Tenants can contact us 24/7 and get instant answers to enquiries, rather than waiting for opening times”.**

Group Assistant Director of Customer Services  
**ForHousing**

ForHousing saved  
**390 hrs**  
through automation



## 3 Accelerating digital transformation to improve operations

Move to an **agile cloud contact centre environment** to deliver a better customer experience – in weeks, not months.

- ✓ Connect your customers, across your enterprise
- ✓ Achieve greater efficiencies, collaboration, and service flexibility
- ✓ No added costs – because there isn't any third-party technologies involved

**70%**

of organizations using cloud services plan to increase spending in the wake of the disruption caused by the pandemic<sup>5</sup>

## 4 The need to be truly omnichannel

Talk to your service users and understand the channels they use - offering an **omnichannel approach** enables interactions to move and escalate swiftly between channels and often have greater success seamlessly and quickly. For example, use **WhatsApp** to reach out to customers who fail to answer a traditional telephone call.



**89%**

of customers retained from companies with an extremely strong omnichannel customer engagement, compared to 33% for companies with weak omnichannel customer engagement<sup>6</sup>

## 5 Turning on video

By utilising the **camera on a smartphone** to highlight a repair - the footage can be viewed to ensure the right tradesman, with the right part is sent to fix the problem, increasing first call resolution and reducing costs.

**83%**

of UK adults own a smartphone

**10%**

of repair budgets used on sending out the wrong tradesman

## 6 A drive for greater efficiency – doing more with existing resources

Housing association are handling **more interactions, across more channels** – with the same resources while still delivering the same standard of service.

There are seven main ways of delivering this successfully:

- ✓ **Digitise** paper-based workflows, cut waste
- ✓ Avoid missed appointments through proactive, outbound **reminders**
- ✓ Increase **collaboration** via Teams to boost “right first time” resolution
- ✓ Deploy **self-service** to deflect calls onto other channels

- ✓ Use **artificial intelligence** and **automated tools** to handle routine issues
- ✓ Use **blended working** to offer extended hours and services to bring emergency and out of hours support in-house
- ✓ **Diversify**. Work with private landlords to provide repair services or operate community carelines, which can bring in new revenue streams

Enghouse can help you make the right choices and provide you with the technology to meet your service users' new expectations on the way they want to work, while responding to changes in customer preferences.

Visit: [enghousehousingtechnology.co.uk](https://enghousehousingtechnology.co.uk)

To find out more and to download the e-guide 6 trends transforming housing associations customer service – and how technology can help.

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