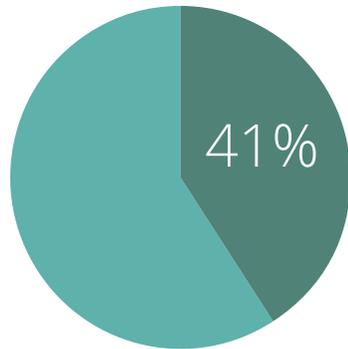




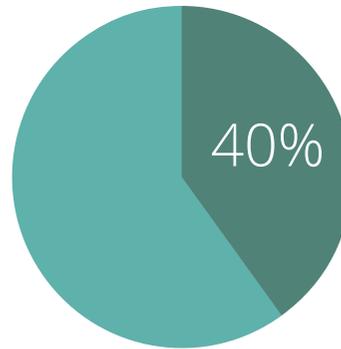
HOUSING TECHNOLOGY
OMNI CHANNEL

WHAT DO YOUR CUSTOMERS EXPECT?

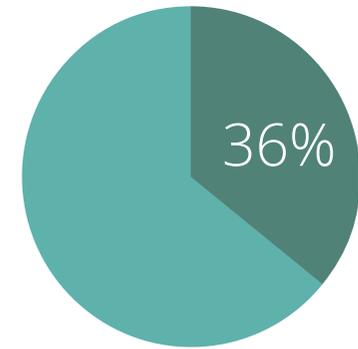
What are the two most important factors when calling a service provider?



The person who answers the phone handles the whole of my call



They treat me as a valued customer



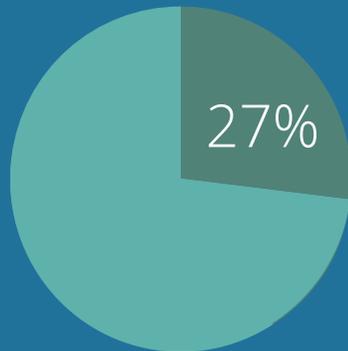
They answer the phone quickly

In order to deliver the best possible customer experience, it is necessary to understand what tenants and customers see as being important.

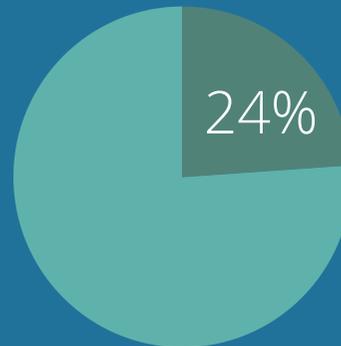
SOURCE: CCA Consumer Survey

WHAT DO YOUR CUSTOMERS EXPECT?

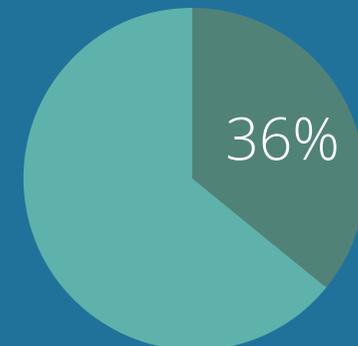
Which factors would be important when using an app on a smartphone or tablet to access services?



The person who answers the phone handles the whole of my call



They know my transactions via the app

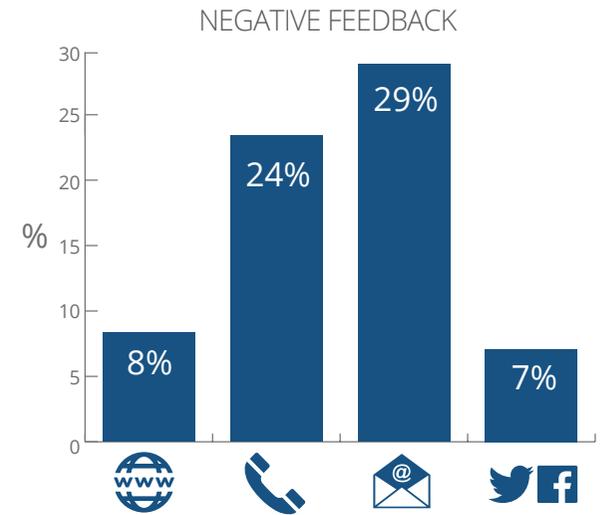
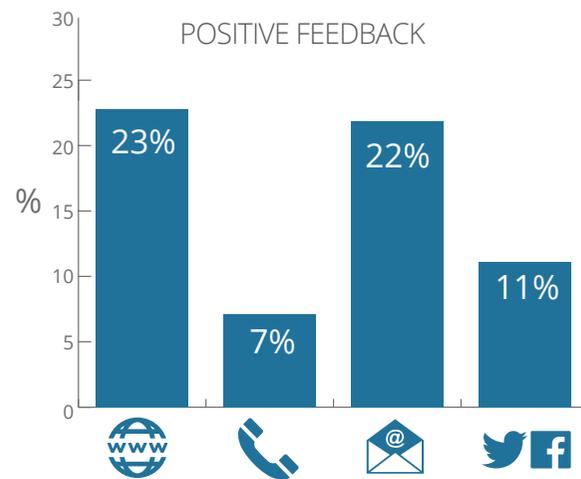
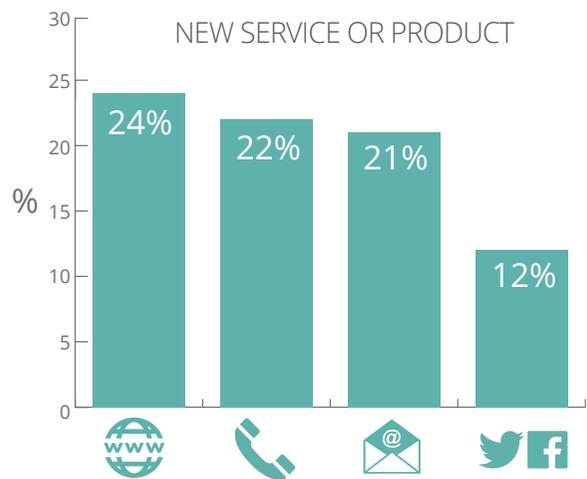


They are familiar with my previous dealings with them

How does multi-channel communication effect customer service?

Where an interaction spans more than one connected channel, it is essential that agents understand previous communications. The question is, how can Housing Associations operate most efficiently and have instant access to customer information?

WHAT CHANNELS DO CUSTOMERS USE?



A recent Ipsos MORI survey demonstrates the relevance of context when customers make the choice of which channel to choose.

Most prefer the web when instigating an enquiry or providing positive feedback, but depend on email and telephone for negative feedback.

TENANT ENGAGEMENT CHALLENGES

Customer Experience = Customer Choice!

Challenges:

Disparate Systems

Lack of Visibility

Inefficiencies

Poor Staff Satisfaction

Customer Service:



What are the key challenges to providing customer service excellence?

More choice means more complexity for agents.

A lack of systems integration leads to data silos.

This lack of visibility directly impacts on the customer experience and leads to agent frustration.

CURRENT MULTI-CHANNEL CHALLENGES



Here are a couple of typical scenarios:

1. tenant has a query so calls the contact centre. The contact centre doesn't know why the tenant is calling.
2. A customer researches a new product on your website and calls to ask a question or purchase. You don't know which product they are calling about.

Being unable to address these scenarios quickly and efficiently results in a poor customer service experience.

UNIFIED TENANT CONTACT SOLUTION



Housing Associations are shifting towards deploying a Unified Tenant Contact Solution. By reducing the number of systems and applications required to deliver multi-channel engagement, Housing Associations are able to provide more choice for their tenants.

UNIFIED TENANT CONTACT SOLUTION



VISIBILITY ACROSS
CHANNELS



EASE OF
MANAGEMENT



EFFICIENCY &
PRODUCTIVITY



UNIFIED
SOLUTION



IMPROVED STAFF
SATISFACTION



IMPROVED
CUSTOMER SERVICE

The benefits of a unified solution are multi-faceted.

Although a Housing Association is not a commercial sales organisation, happy employees still make happy tenants.

TENANT ENGAGEMENT **STRATEGY**

EASY & INTUITIVE SEAMLESS RESPONSIVE INFORMATIVE



There are three key elements to a successful tenant engagement strategy. Any strategy should deliver an excellent tenant experience, enhance agent satisfaction and deliver genuine value to the business.

TENANT ENGAGEMENT STRATEGY



Efficient

- Skills based routing
- CRM Integration
- Staff retention
- Workforce Management
- Delegated day to day admin
- Mobile supervisor applications



Information

- Call handling controls
- Personal reports
- Customer data
- Knowledgebase
- ERP systems
- Financial tools



Intuitive

- Web based desktop



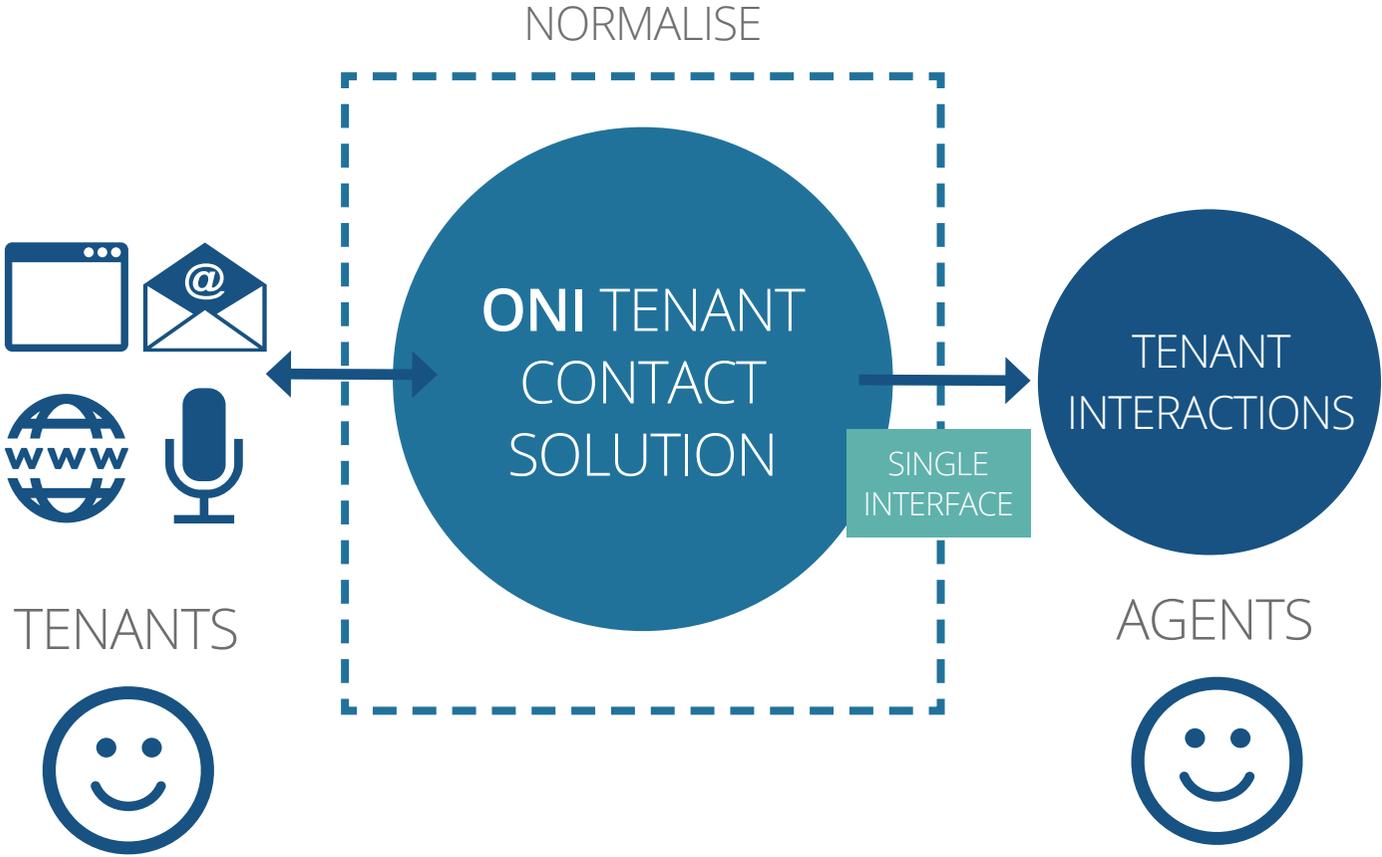
Reporting

- Metrics / KPIs / SLAs
- First call resolution %
- Average time to answer

Agent satisfaction is defined by providing the right tools and access to the right information.
Investment in technology is justified by delivering improvements in customer loyalty and staff retention.

TENANT EXPERIENCE

What does the ONI Tenant Contact Centre solution look like?



When designing a contact centre solution, it is essential to understand the way in which agents and tenants interact.

Adopting an informed approach helps to overcome the traditional barriers to communication, drives down operational costs and delivers a better user and customer experience.

Discover how ONI can transform your contact centre or arrange a demonstration.

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Established in 1992, ONI plc is a leading provider of IT services and solutions. We deliver unique blend of on-site, hybrid and Cloud computing systems, from our Tier 3+ UK data centres. Our workforce holds over 400 accreditations from vendors such as Cisco, VMware, Net App, Veeam, Gamma, BT and Microsoft.