



CIVICA
connect



Customer service comes first at Pennaf Housing Group



Not being able to resolve a customer query during the first call generates more calls and more work for contact centre staff. The government drive is to reduce transactional costs and so **first call resolution is a must.**

Giving clients a telephone number where they can reach you between 10am and 5pm doesn't cut it these days – and especially not when you're one of the largest housing groups in North Wales, responsible for managing almost 5,000 units.

New contact centre

That's why Pennaf Housing Group has worked with Civica to create a **customer contact management service** that helps tenants communicate more effectively with its staff. The new contact centre, based in St Asaph, will allow staff to help tenants with a wide range of enquiries, from anti-social behaviour to requests for permission to keep a pet.

Efficiencies of scale

Pennaf decided to create the contact centre following an organisational review that identified ways for potential efficiencies of scale and improvements in consistency to be achieved.

"We really wanted consistent working practices that would **reduce administration and improve customer service,**" says Mark Smith, Pennaf's director of information systems.

VoIP technology

The new Civica Connect contact centre uses a Mitel Voice over IP telephone system and Civica CTI (computer telephony integration) to link the telephone system with the Group's other housing applications – namely Civica Contact Manager and Universal Housing. It is also linked to Microsoft applications for all staff.

Email & SMS integration

The contact centre doesn't just deal with calls. Customer service advisors can use the same interface to deal with incoming emails and at some point SMS text messages. In the future, Smith plans to extend the system to include all customer correspondence. "We're moving heavily towards **electronic document management,** so letters can be scanned and handled electronically," he says.

Automating the call handling process has saved Pennaf Housing both time and money. Civica's technology has also provided a platform for **continued improvement,** Smith believes.

"The great thing is we can design workflows for just about anything, we're moving towards a service-oriented architecture across the group, where we model processes and design workflows for them. Integrating that with the contact centre has enormous potential for future savings and improved customer service."

Contact us to discuss how we can help you improve your customer service.

civicaconnect.net

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