



Oaklee Homes Drive up Customer Satisfaction with Intelligent Call Guidance from Omfax

Background

Established in 1992 and a member of Oaklee Homes Group, Oaklee Housing is a non-profit organisation providing and managing quality social housing throughout Northern Ireland. The stock includes approximately 5000 houses and flats, comprising general family homes and sheltered housing for the elderly.



The Challenge

Oaklee Housing didn't have a robust system for managing tenants' enquiries or handling requests for repairs. There was no set process, resulting in duplication of orders, a varied ordering process and ultimately inconsistent levels of customer service. This had a negative impact on tracking and reporting and was increasing costs unnecessarily.

Oaklee recognised the need for change and so carried out a review of their customer service processes and of their access to management information from their systems. To support future growth plans, they knew it was time to introduce a proven application software to help them manage the new processes consistently. The new system had to be user friendly and easily managed to help the Oaklee staff provide a consistent level of service to all tenants, ensuring all queries were handled in the same way.



The Solution

Oaklee's goal was to drive up improvements and introduce consistency across their customer service delivery. They took a three-pronged approach; to support and better inform residents, improve the access to knowledge and processes for the customer service advisors, and improve the quality of reporting for managers so they could make well informed decisions. Firstly, the managers recognised that to improve first time fix repair levels, they needed to provide better information to their residents. This would in turn, reduce the cost of managing repairs for Oaklee Homes. The popular range of Omfax Repairs and Tenants Handbooks were perfect for their requirements. Omfax branded the publications with the Oaklee logo and customised the content so it educated the residents on Oaklee's processes. The handbooks allowed residents to have better knowledge of what to expect from their landlord, easy-to-follow procedures for reporting problems and guidance on how to carry out minor repairs themselves.

Secondly, the managers wanted to better equip the customer service advisors with the knowledge needed to enable them to provide consistent advice. To achieve this, Oaklee integrated Keyfax Inter•View, intelligent call scripting from Omfax, with its existing housing management system, MIS Customer Relations Management. Initially used for repairs diagnosis, Keyfax was quickly extended to cover the full range of call, including tenancy and housing service enquiries.

Emmeline Johnston, OSC Team Leader, Oaklee Housing explained, "The repairs diagnostic scripts have enabled Oaklee Service Centre staff to successfully diagnose 90% of all repair calls taken at first point of contact. This has allowed the maintenance officers to expand the number of properties they manage and has allowed them to devote a lot more of their time to planned & cyclical maintenance. This has obviously been very cost effective. A particular highlight of the system is how adaptable it is for our own needs. Calling

scripts are very easily amended without external help, and amendments are made in real-time, affecting the customer service advisors immediately.”

Tenant feedback has been very positive. 98% of tenants surveyed in the last year said they were happy with the way in which Oaklee dealt with their repair call.

Finally, Oaklee wanted to take the opportunity to improve the quality of reporting from their system. Keyfax Inter•View has made a significant difference to their reporting capabilities. Emmeline Johnston explained, “Before, we were stuck with a cumbersome manual process that was so inefficient and we didn’t have the same visibility of our operations that we have now.” Oaklee is now able to produce comprehensive, monthly reports on performance levels and response targets. Furthermore, tenant enquiries about anything from repairs to antisocial behaviour are categorised and quantified on Keyfax, which was impossible with our older manual system. This visibility drives continuous organisational improvement and efficiency.



Emmeline Johnston commented, “Oaklee has enjoyed a very productive working relationship with Omfap over the last 6 years. They provide a very responsive service and are always on the end of the phone to answer any queries. The team is very knowledgeable, they understand social housing inside out, and that is evident in the high quality products they produce.”



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The Future

Oaklee Homes have successfully improved their customer satisfaction levels by harnessing the benefits of Keyfax. Their residents are better informed, their customer service advisors are better equipped with intelligent scripts, and the managers are in a much better position to run the organisation using the detailed KPI reports generated from Keyfax. All three aspects are allowing Oaklee to continually improve and become more efficient. They are in a strong position with the right tools to move into their next growth phase.



Want more information

Please email sales@omfap.co.uk
or give us a call on **01869 242967**
www.omfap.co.uk

Omfap Systems Ltd
21 The Causeway
Bicester
Oxon OX26 6AN