

Keyfax Contact Manager The Flexible Response Management System

Creating Effective Service Excellence

Efficient customer service is being able to quickly answer a resident's enquiry first time when they call your contact centre. However, effective service excellence is only achieved by ensuring continuity across each and every one of these interactions and turning transactions into relationships.

The contact centre is your front-line; it is the first point of call for your residents and so it has responsibility for the relationship with these residents. It is vital while driving for efficiencies in your contact centre that you do not lose sight of the need to better serve residents and to continually develop the landlord/tenant relationship.

So how do we generate the service intimacy of the 'corner shop' or in the case of social housing, the estate office, while maximising the productivity gains of the contact centre environment? The answer lies with providing the customer service advisor with the systems that support them in focusing on managing and enhancing the customer relationship.

A Holistic View of The Resident

Keyfax Contact Manager allows you to provide your customer service advisors with a consolidated view of each of your residents and each of your properties along with all of the transactions and interactions that take place regarding these.

When a call is received, your advisors are able to quickly access full contact history for that resident; they can see when they last called, who they spoke to and what the call outcome was. When dealing with property related enquiries, they can view the history of the property regardless of how recent the resident moved in and provide a more informed and connected service.

As an organisation, you gain far greater control over the interactions that are taking place. Each contact is accurately logged enabling you to understand both call reason and outcome. Every time you speak with your residents you are able to collect additional information which can be used to better serve the resident in the future. Each service response is efficiently recorded, actioned and progressed. Conversations become resident-focused rather than solely issue-led.

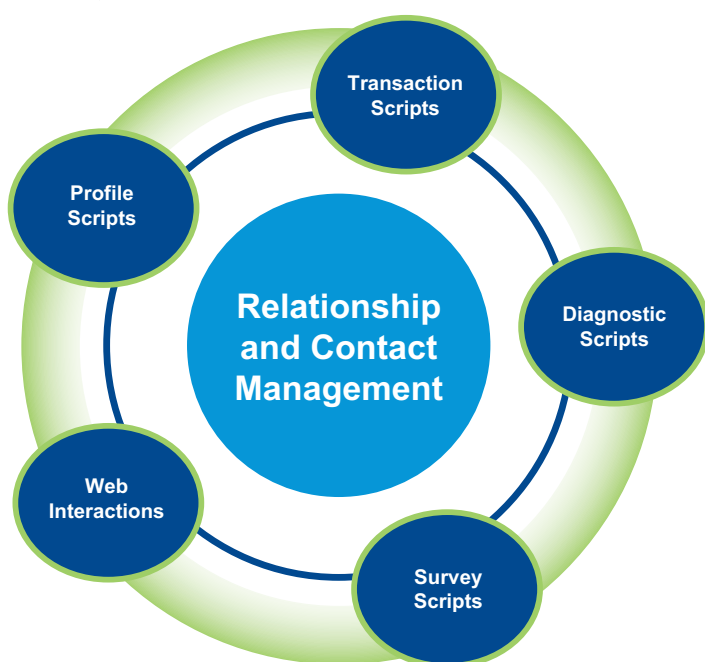
Using Intelligent Scripts Within CRM

Keyfax Contact Manager provides the foundation for integrated Inter-View scripting and relationship management giving a comprehensive view of properties and residents alike.

For example, when dealing with a housing enquiry, all the details of the resident, their property and previous calls can be passed to the Inter-View script from Keyfax Contact Manager, as the script is called. This enables the process of identifying, classifying and "actioning" the enquiry to be streamlined while also ensuring that the resident is not asked questions twice and that responses take full account of known details of the resident and their property. Once the script has been completed, any additional data collected along with details of the outcome are automatically passed back to Keyfax Contact Manager to ensure the enquiry is fully actioned and that a full history is kept.

Using Keyfax Contact Manager enables housing organisations to maximise the full benefits of both response management and relationship management. All advisors, with the support of intelligent scripts, are able to deal with any enquiry from the resident quickly and effectively. With the holistic view of the resident, advisors are able to have full insight into all previous contact information for that resident. And with case management capabilities, the organisation is able to have improved control of service responses to residents and the management of casework by specialist service teams.

Keyfax Inter-View



Creating 'Organisation-wide Memory'

Building this knowledge and understanding of your customers is what we term 'organisation-wide memory.' It is ensuring that every time you obtain a piece of information from your residents, this information is captured, remembered and is available to anyone, organisation-wide.

For your residents, this raises the level of service that you provide to them; they feel they are getting a personal service and are understood by their landlord. For the organisation, this retained knowledge and understanding enables you to deal with resident enquiries more effectively and efficiently. Call durations are reduced, the number of first call resolutions is increased and more of the right call outcomes are produced.

Enabling Cross-Media Interaction

Using Keyfax Contact Manager enables you to broaden the way you interact with your residents while also ensuring that a consistent and integrated service is provided.

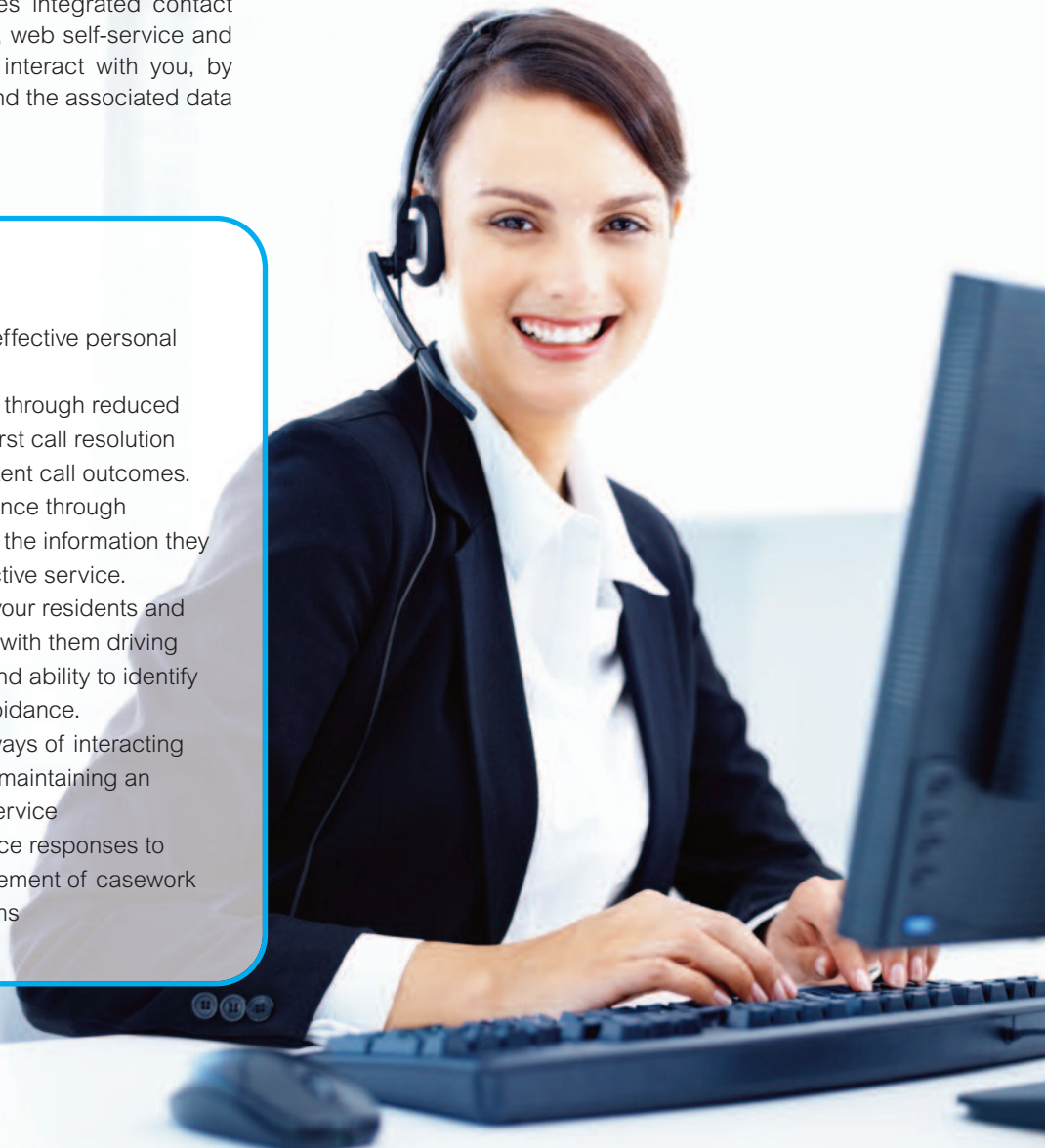
Keyfax Contact Manager provides integrated contact management across calls, emails, web self-service and SMS. Every time your residents interact with you, by whatever media, this interaction and the associated data are logged.

This provides for a seamless service to residents. For example, a resident may be progressing an application on your website utilising an Inter•View online script. They then call your contact centre and your advisor is not only able to see her interaction over the web, but is able to access the data provided and feed this back into the appropriate Inter•View script and continue the process over the phone. In a similar manner, an email or letter may be produced as part of the fulfilment process of an Inter•View script. This is posted back into the Keyfax Contact Manager application so that a full and complete contact history is maintained.

By using Keyfax Contact Manager, housing organisations are able to provide their customer service advisors and their residents with a seamless and effective service. Each and every process can be streamlined to drive efficiencies and productivity, while at the same time, closer and more productive landlord/tenant relationships can be established and harnessed.

Operational Benefits

- The ability to provide an effective personal service to your residents.
- Productivity improvement through reduced call duration, increased first call resolution and accurate and consistent call outcomes.
- Improved advisor confidence through providing them with all of the information they require to deliver an effective service.
- Greater visibility of both your residents and the interactions you have with them driving improved management and ability to identify areas of potential call avoidance.
- Ability to introduce new ways of interacting with your residents while maintaining an effective and joined-up service
- Improved control of service responses to residents and the management of casework for specialist service teams



The Omfax & Caltech CRM

Omfax Systems and Caltech CRM have partnered to provide housing organisations with this integrated Keyfax Response Management and Microsoft Dynamics CRM solution.

By combining Caltech's expertise in CRM applications with Omfax's extensive experience of social housing and contact centres, this partnership has created a truly integrated solution that can enable housing organisations to deliver effective customer service excellence to their residents.

About Omfax

Omfax Systems is a leading provider of information solutions for customer services. We offer a portfolio of innovative products and services that bring unrivalled clarity, consistency and efficiency to communication with customers.

Our clients are progressive and forward thinking and choose Omfax because of our in-depth knowledge of customer contact services and our ability to implement solutions to improve and enhance customer service.

We work with housing associations, local authorities and facilities contractors, as well as with a range of other organisations and agencies such as schools, colleges and health care trusts.

About Caltech

Caltech is one of the UK's leading suppliers & implementers of customer relationship management systems. It works with clients to maximise loyalty, awareness and service through improved communications and operational integration.

Established in 1999 and based near Leeds in Yorkshire, Caltech specialises in CRM and is totally focused on maximising CRM use for its clients. Caltech have consistently and successfully implemented CRM solutions from small 2 – 3 person companies, to some of the largest organisations in the UK.

Want more information

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