

Keyfax Inter • View

Response Management
Software for Housing
Organisations

How do you take the knowledge of your experts and make this instantly available to your front-line staff?

How do you ensure that every advisor is capable of providing a consistent, high level of service to your residents?

How do you reduce call durations, increase first call resolution and improve the quality of your service?

How do you ensure a fair and consistent service to all of your residents while taking into account their individual circumstances?

The answer lies in intelligent call scripting utilising Keyfax Inter • View

*“**Keyfax** has allowed us to extend our contact centre service with confidence.”*

*“**Keyfax** makes life easier for everyone. Staff feel more comfortable as it gives them the answers they need.”*

*“**Keyfax** was an important element in helping us to improve our customer service and was a major factor in us achieving our 3-star status.”*



The contact centre is your front-line to your residents; it is what defines your service and is the first step in delivering an efficient and effective response. Empowering your advisors to handle an ever broadening range of enquiries and doing so first time, every time is a difficult challenge, but an essential requirement.

Service Excellence • Expert Knowledge

Housing organisations face a constant dilemma. When residents call they want to speak to someone knowledgeable and able to assist them with their enquiry. Yet, residents also want a single point of call, a single number and a single team who can respond to their needs regardless of what this may be concerning.

The contact centre provides this single team of front-line advisors that aims to be responsive to residents, deliver a consistent experience and provide an all encompassing service. However, how do you ensure that your advisors have access to the depth of knowledge required to deal with each and every enquiry?

Inter•View

The solution to this dilemma is equipping the advisor with an intelligent Response Management System that provides them with immediate guidance and access to the information they require to better serve the resident.

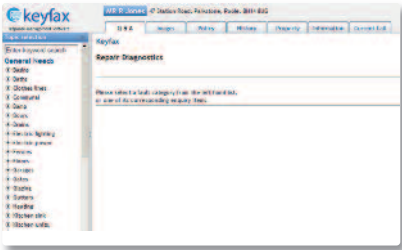
Keyfax Inter•View enables you to leverage the knowledge of your experts by capturing their experience and judgement and placing this at the fingertips of your advisors. Using intelligent scripts, advisors are guided through the optimum flow for each type of enquiry. They are prompted to ask the appropriate questions in the right order, they are shown information regarding the resident's particular circumstances and guided through the information and explanations they need to share with the caller.

This enables your advisors to focus on their conversation with the resident. Rather than being concerned with knowing all of the answers, the emphasis is rightly placed on accurately determining the problem and requirements of the caller.

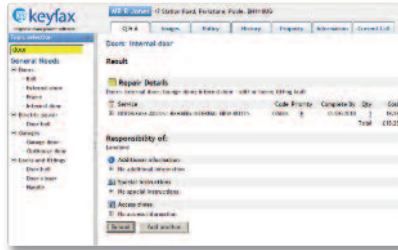
With **Inter•View**, call outcomes are determined objectively by using the information gathered and applying consistent policies and processes to each enquiry. This enables housing organisations to have far greater management control, ensuring that a fair and consistent service is delivered for each and every call.



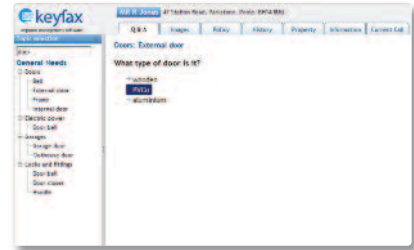
Key capabilities of Inter • View include:



Structured Guides - through the use of structured scripts, Inter•View guides your advisors along the most effective path to reach the right outcomes for each particular enquiry. And with the emphasis placed on accurately determining the resident's problem and requirements, more calls are resolved right, first time.



Key Words - conversations are driven by words and so too is Inter•View. Advisors are prompted with the key questions to ask and with key information to pass to the resident and this directs them to the next logical level of detail. Inter • View removes the jargon and uses language and terms familiar to the resident quickly establishing a common understanding between them and the advisor.



Context Sensitive - Inter•View makes use of information already known about the resident and passed from your CRM or Housing Management system, allowing the advisor to respond intelligently in following the path most relevant for that particular resident. This enables defined policies to be applied consistently while taking into account the particular circumstances of the resident.



Prompts & Illustrations - Illustrations are used to give further help in understanding what the resident is seeing, such as an illustration of the fuse box that needs to be reset or type of door fittings. Quick links to a copy of the form the resident is having trouble completing, or key service policy and procedure information allow advisors to drill down further to assist the resident. This enables each enquiry to be quickly and thoroughly dealt with.



Actions & Follow-up - Inter•View ensures that each enquiry is progressed through to an appropriate and consistent response. Enquiry actions, service responses and work codes are all defined with automated follow-up with letters or emails and call logging for future reference.

Keyfax Inter•View is based on extensive experience in the housing sector and is designed to support both the needs of your residents and your front-line advisors. Its unique capability lies in utilising the information provided by residents to quickly identify their needs and providing the advisor with the knowledge to be able to respond to these needs.

Operational Benefits

It is not just the housing organisation that benefits from empowering the front-line with Inter • View; advisors and residents all share in a more productive and positive interaction.

Key benefits that have been realised by Keyfax users include:

Resident

- Consistency in the service they receive
- Confidence in the knowledge of the advisor
- A single point of call for all enquiries

Advisor

- Confidence to deal with residents' enquiries
- Access to all the information they need to create positive call outcomes
- Ability to focus on the conversation with the customer and not the systems they are using

Contact Centre

- Reduced call duration
- Accurate and consistent call responses and service requests
- Increase in number of first call resolution
- Ability to apply policies and processes consistently across resident enquiries
- Flexibility to have staff handling a broader set of resident enquiries

Housing Organisation

- Ability to deal with all enquiries via the contact centre
- Reduction in number of calls passed out of the contact centre
- Improvement in the information collected during the front-line process
- Reduction in wasted/unproductive time at the departmental level



Rapid Deployment

With its focus on social housing, **Keyfax Inter•View** is provided with a set of ready-made template scripts addressing a wide range of resident enquiries. Significant investment has been made in developing best practice scripts in the areas of property repairs and housing and tenancy services that enables housing organisations to rapidly deploy Keyfax and quickly gain the benefits that it delivers.

Flexibility • Scalability

One of the only constant factors is change. So, flexibility has been built into the design of Inter•View. Authorised non-technical users can be trained to quickly and easily modify each call script to improve call flows or accommodate changes in policy to improve call flows and such changes are made instantly available to advisors. New call scripts can be created to accommodate new topics to be handled by the contact centre with keywords and questions defined and the appropriate information made available to the advisor. This ensures both the contact centres and the advisors capability to absorb new enquiry types into the front-line operation.

Integrated Solution

Inter•View is designed to work seamlessly with your current Housing Management or CRM system with out-of-the-box integration provided for many of the leading systems.

Industry standards interfaces are utilised for these applications to launch Inter•View and pass through key call and resident related data. Once the enquiry process has been completed within Inter•View, details of the enquiry that have been collected and any additional customer information can all be passed back to the calling application.

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.

Want more information

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