



Case Study



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Mark Smith, Director of Information Systems, Pennaf Limited

Tenant empowerment with online access to housing services

Customer service is now at the forefront of everything done by a social housing provider. For a start, the launch of the TSA is likely to bring a new focus on tenant service. Couple this with increasing efficiency targets and an economic downturn and it becomes apparent that many housing providers are being expected to meet and exceed all previous customer service expectations.

Pennaf is the largest Housing Group in North Wales, responsible for managing over 5,000 units. Determined to innovate and deliver the best possible service to tenants, the Group has already overhauled its Contact Centre to increase the number of calls that can be resolved first time. Pennaf worked with Civica to create a customer contact management service that helps tenants communicate more effectively with its staff. The new Contact Centre, which is based in St Asaph, allows staff to help tenants with a wide range of

enquiries, from anti-social behaviour to requests for permission to keep a pet.

Online access for citizens

As a next step in its mission to deliver impeccable, flexible services, Pennaf began trialling Civica's MyService, which allows housing organisations to provide citizens with online access to housing services and information. The introduction of the service will enable tenants to request and track repairs to their property online. As Mark Smith, Director of Information Systems for Pennaf explains:

"Research among our tenant community showed an increasing percentage of tenants have access to or own a computer. Our Contact Centre had already received positive feedback for the significant improvement in the speed of service, but we still felt there was scope to offer tenants an alternative out-of-hours service to request basic information about



St Asaph Contact Centre

Pennaf Limited currently benefits from using the following Civica solutions



Workflow & Doc. Management



Contact Management



Revenues & Benefits



Housing



Environment



Traffic & Streets



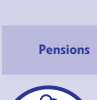
Planning



Finance



Legal



Pensions



Health & Social Care



Education & Skills



Managed Services



Consulting



Software Licensing



Voice Solutions



Internet Solutions



Fleet Management



Service Management

their account balance and payment history, as well as request, manage and track property repairs online."

Mark Smith continues: "As such, we piloted Civica's MyService among a small group of tenants. It's the first part of an online services strategy, which we hope will eventually allow applications for social housing to be made online too. By introducing MyService, we primarily wanted to empower tenants more, reducing their reliance on our Contact Centre and offer a more flexible service. When our Contact Centre is closed, tenants are still able to access information relating to their property and book in repair requests at a time convenient to them."

The pilot programme was successfully completed and the service will now be introduced for all tenants. As well as empowering tenants, Pennaf hopes its new online portal will reduce the amount of time Contact Centre staff spend dealing with relatively simple enquiries by offering tenants the opportunity to manage the whole process via the internet.

So why the decision to use Civica's MyService? As Mark Smith explains:



Mark Smith, Director of Information Systems for Pennaf Limited

"MyService seamlessly integrates into our existing IT infrastructure, allowing us to leverage the existing functionality of the Contact Manager front office management platform. Any requests made via MyService are also fed directly into Contact Manager, so that the customer service personnel can track and action all requests via the same system."

And does Pennaf expect the system to be a success? "Absolutely," says Mark Smith.

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