



CASE STUDY

AUTOMATING THE CUSTOMER FEEDBACK PROCESS HELPS SALIX HOMES TO MEET THE NEEDS OF RESIDENTS

Salix Homes is a multi-award winning social housing company, which manages around 8,500 council-owned properties across Central Salford including the Beechfarm and Rainsough Brow estates. The company also works in partnership with the local council and other agencies on housing regeneration and renewal services that bring real benefits to the whole community and help create better neighbourhoods.



THE CHALLENGE

Salix Homes wanted to improve the way that surveys were carried out to establish the level of resident satisfaction with the services that were being delivered. In particular, it wanted to automate the paper-based surveys that were time consuming to generate and compile. The company also wanted to deploy a solution that would be easy to use and manage without requiring capital expenditure.



THE SOLUTION

After evaluating a number of leading customer feedback systems and services, the decision was taken to deploy SmartVoice ViewPoint, a cost-effective customer feedback solution from Sinclair Voicenet. Importantly, this innovative solution could be deployed without requiring any capital outlay on a fee per survey basis.

According to Pam Roberts, Customer Relationship Manager at Salix Homes: "SmartVoice ViewPoint enables our customer insight team to automate the whole survey process and deliver significant cost savings by allowing us to redeploy staff to other productive activities. The system provides us with an efficient and effective way to manage the full customer journey from initial point of contact to resolution, giving residents a greater opportunity to provide feedback regarding the service they have received."

Salix Homes now conducts IVR (Interactive Voice Response) surveys immediately after calls while they are still fresh in the minds of residents, helping to increase first call fix rates and drive down the number of unnecessary and costly repeat service visits. Automatic alerts to managers are generated by SMS or email if results fall outside acceptable limits, enabling instant action to be taken.

By replacing the manual, paper-based survey methodologies previously used, Salix Homes, can now carry out up to 3,500 surveys each month by telephone, internet or SMS messaging. SmartVoice ViewPoint gives residents a greater choice as to how they complete the surveys, increasing response rates and providing Salix Homes with higher quality feedback.

"Sinclair Voicenet has provided us with a customer feedback solution that enhances our ability to assess how we measure up to published operational performance indicators such as the percentage of calls answered within 30 seconds, appointments kept and emergency repairs completed on time," continued Pam Roberts. "It demonstrates our commitment to ensuring that we really respond to the needs of residents and continue to provide the most efficient and effective service."

Salix Homes also has access to a web-based dashboard where live business intelligence can be viewed and a comprehensive range of reporting tools can be used to automatically create and deliver bespoke management reports to designated staff and stakeholders. The survey results can be viewed instantly using desktops, laptops, tablets and smartphones, enhancing the ability of the organisation to make real-time business decisions and changes.





ABOUT SINCLAIR VOICENET

FOUNDED IN 1967, SINCLAIR VOICENET LIMITED IS THE UK'S LONGEST ESTABLISHED SPECIALIST PROVIDER OF MULTIMEDIA INTERACTION RECORDING, QUALITY MANAGEMENT, INTERACTION ANALYTICS AND WORKFORCE MANAGEMENT SOLUTIONS.

Based in East Kilbride, we provide a comprehensive range of customer interaction solutions and services to industry sectors including contact centres, financial institutions and public safety through to local authorities and utilities.

Sinclair Voicenet was one of NICE Systems' first Platinum Partners and is the UK's only NICE Certified Consultancy Partner.

Uniquely, this qualifies the company to deliver NICE's consultancy package and ensure that applications are configured to meet business requirements and tuned to deliver maximum benefits.



OUR SERVICES

INTERACTION RECORDING

Interaction and compliance recording solutions for contact centres, financial institutions and public safety organisations.

CONTACT CENTRES

Value added applications that enable organisations to improve performance.

PUBLIC SAFETY

Solutions that provide control centres handling emergency calls or managing security operations with 360-degree insight before, during and after events.

PAYMENT PROCESSING

Solutions that enable contact centres taking sensitive personal information over the telephone to comply with PCI DSS.

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