

Case Study



Metropolitan Housing Partnership

Enhancing service levels with iCasework and *UsefulFeedback!*



The Metropolitan Housing Partnership (MHP), a family of organisations comprising of the Metropolitan Housing Trust, Spirita, Clapham Park Homes and Granta Housing, is one of the UK's largest Housing Associations.

As a partnership, MHP provides a wide range of housing, property management, regeneration, community and support services to customers across London, Cambridgeshire, the Midlands and South Yorkshire.

The Partnership prides itself on delivering much more than bricks and mortar to its residents by working with various partners including police, schools and residents to develop safe and clean communities that residents can take pride in. MHP's vision is 'to continue to be recognised as a leading provider of high quality affordable homes and support services that offer real choice to their customers'.

Approach

MHP wanted to provide a personalised service to its customers and were looking to improve the interaction and accessibility of information

and services to its residents by making it easy to log complaints, report anti-social behaviour, pay rent and access local news and information. Targets were established that would enable MHP to enhance service levels; including answering 80% of calls within the first 5 rings, dealing with 80% of requests right first time at the initial point of contact and maintaining call abandonment rates of less than 5%.

The solution would also need to be flexible enough to deal with a variety of MHP's processes as well as automating interaction with suppliers and contractors. In effect, the solution would be core to the operational effectiveness of MHP and the services they deliver.

Solution

After evaluating the technologies available in the marketplace, MHP selected iCasework as

Building a Responsive Enterprise through Complaints Management



the software solution of choice and worked with Tagish Ltd, iCasework's implementation partner, to define and deploy the solution across its organisations. The extensive iCasework portfolio of case management products coupled with Tagish's implementation expertise provided a solution that enables MHP to manage all of their processes in one comprehensive, seamless way, including automating interactions between the organisation, the 3rd party network of suppliers and the customer.

The solution that was delivered utilises a number of iCasework's products, including **UsefulFeedback!**, which is designed specifically to capture, manage and report on complaints, issues, queries and requests, and provides MHP with the engine to manage complaints and feedback; a process at the very core of enhancing service levels.

All elements of the iCasework software are now deeply embedded and considered business critical across many of MHP's organisations. The solution is fully integrated with the existing infrastructure and acts as the central database into which all other information is fed, providing MHP with one view of the customer and their interactions' at the touch of a button.

iCasework is used to manage the majority of MHP's customer service interactions and repairs. The solution is integrated with MHP's telephony system and with the supplier and contractor network in order to automate and streamline the process.

The majority of frontline staff have access to **UsefulFeedback!** in order to manage complaints

and feedback, and are able to deal with enquires, log incidents and resolve issues at the first point of contact, driving down the response time and increasing the resolution rate.

Web portals were also developed for self-service purposes, where customers can directly engage and manage their interactions with their housing partner. The portals, which are accessible via each organisation's website enables residents to do everything from reporting repairs, paying rent, logging incidents and complaints and reporting anti-social behaviour to joining resident groups, registering opinions and accessing the latest news.

Benefits

As a result of the iCasework solution, Customer Service staff at MHP are now able to quickly access the details of a customer's relationship with the organisation, allowing a greater proportion of service requests to be resolved at the initial point of contact, with the system also facilitating the referral of service requests to back office staff for further action in a controlled and managed way.

The use of **UsefulFeedback!** in conjunction with the Anti Social Behaviour systems, has also enabled improvements to be made to the processes surrounding the management of both complaints and anti-social behaviour cases, as well as providing MHP with improved reporting and management information to drive the decision making process.

MHP has placed iCasework at the heart of its customer service delivery and has invested in developing it further to cater for the organisations' specific requirements, for example in the area of Responsive Repairs.

About **UsefulFeedback!**

UsefulFeedback! is the complaint management product suite within the wider iCasework product portfolio. Available as both on-demand and on-site solutions, **UsefulFeedback!** is built around your sector's commercial and regulatory needs and enables organisations of any size, in any geography to manage complaints, compliments, suggestions and queries. The result is improved service levels, efficient processes and an enhanced customer experience.

www.usefulfeedback.com



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