



omfax
Omfax Systems Limited

Keyfax Inter•View

Call Flow Intelligence

Customer service is at the heart of social housing organisations

Empowering customer service advisors to handle an ever broadening range of enquiries, and do so right first time, every time, is a difficult challenge. At the same time, giving residents the option of online self-service so they can access information for themselves and report any issues they have at whatever time suits them and ensuring this is done right, just adds to the problem.

Service Excellence • Expert Knowledge • Personalised Service

Many social housing organisations face a dilemma. When residents call, they want to speak to someone knowledgeable and able to assist them with their enquiry. Yet residents want a single point of contact, regardless of what this may be concerning and they expect a personalised service that recognises them and their history of relations with the organisation. If residents use the online service, they expect a level of service that at least equates to what they are offered in other areas and which ensures their request is able to be completed without having to make a further call.

So, how do you ensure that customer service advisors have access to the depth of knowledge required to deal with each and every enquiry, and deliver a personalised service? How do you ensure residents using self-service get the right answers to their queries and are able to correctly order a service on-line?

Keyfax Inter•View

The solution lies with **Keyfax Inter•View** which uses call flow intelligence to gather the appropriate information and give immediate guidance, to deliver consistent, accurate and personalised service responses.

Keyfax Inter•View can be compared to the most experienced specialist from each department sitting with each advisor or resident, prompting and guiding them through the enquiry, while checking all the relevant information across a number of different systems.

Call flow intelligence provides the appropriate questions to properly identify and diagnose the problem or query, collates information to personalise the responses to the resident's particular circumstances, and directs them through explanations to the appropriate service response. The outcome being the resident is given the right answer for them, every time.

Keyfax enables users to focus on accurately determining the nature of the enquiry.

With **Keyfax Inter•View**, organisations have far greater management control over call responses - call flows can be easily customised, so there is no limit to the content you can make available for advisors or for residents, ensuring a consistently high standard of service is delivered for each and every call.



Keyfax Inter•View Online

Online self-service is not meant to replace existing contact services, only enhance choice and opportunity for residents. The key is to ensure every online action and response is correct and the service is at least as good as that provided by advisors. The answer lies with Keyfax Inter•View Online, utilising the same technology as for contact centres and placing this directly at the fingertips of residents, whether using PC, laptop, tablet or smartphone. Using call flow intelligence, residents are directed through the different layers of their query, prompted with relevant questions and with pop-up information and diagrams to help them clarify their issue and determine the service they require.



Keyfax Inter-View Capabilities

Structured Guides

Using call flow intelligence, Keyfax guides users step-by-step through the diagnosis of each enquiry. The emphasis is placed on accurately determining the resident's enquiry, so calls are resolved right, first time.



Prompts & Illustrations

Question prompts ensure sufficient information is gathered to diagnose the enquiry, pop-up messages with dynamic data fields provide specific guidance and direction, while links to other pages and illustrations give further help in identifying what the resident is reporting.



Dynamic Responses

Keyfax makes use of information already known about the resident, their property and their tenancy, to ensure the call pathway responds intelligently and personally to each particular enquiry and resident.



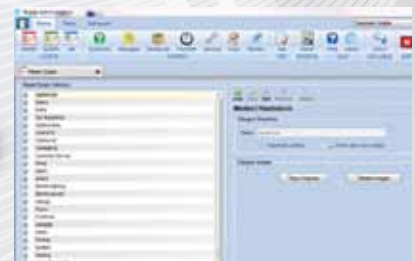
Multiple Services

Keyfax operates in multiple scenarios, reflecting the differing services that may be managed through the contact centre, different tenure types (eg leasehold), communal services, out-of-hours operations, as well as multiple client operations within a group structure or call centre service.



Integrated Solutions

Keyfax is designed to integrate with a host system - for example CRM, housing management system or web portal. Data transfers ensure a seamless operation for users, with data from Keyfax automatically populating all order, enquiry and task fields in the host.



Mobile Operations

Keyfax On-Line is designed to be fully accessible on all devices - PC, laptop, tablet or smartphone. This means residents, and even staff out in the field, can report repairs and deal with any other enquiry at a time that suits them and on a device they have available.



Keyfax Inter•View Benefits

Keyfax Inter•View is based on extensive experience in the social housing sector and is designed to support the needs of residents and front-line advisors. Its unique capability has been created by understanding how to utilise the information held by the organisation and provided by residents, to quickly identify their individual needs and provide them with the information and service they are looking for.

It is not just the organisation that benefits from Keyfax Inter•View; advisors and residents all share in a more productive and positive interaction.

Key benefits that have been realised by Keyfax users include:

Keyfax Inter•View in Contact Centre

Residents

- Consistency in the service they receive
- Confidence in the knowledge of the advisor
- A single point of call for all enquiries
- A personalised service that recognises their contact history

Advisor

- Confidence to deal with full range of customers' enquiries
- Access to all the information they need in one place to create positive call outcomes
- Ability to focus on the conversation with the customer and not the variety of systems they are using

Contact Centre

- Increase first call resolution
- Ability to apply policies and processes consistently across customer enquiries
- Flexibility to have staff handling a broader set of customer enquiries
- Reduced time for induction training for new staff
- Able to edit call flows without the need for IT assistance

Organisation

- Ability to deal with all enquiries via the contact centre
- Reduction in number of calls passed out of the contact centre
- Accuracy in the information collected during the front-line process
- Non-technical administrators can easily modify call flows to accommodate changes in service practices

Keyfax Inter•View Online

Residents

- Ability to access information 24/7
- Choice in how they communicate with you
- Confidence in the ability to help themselves
- Available via PC, laptop, tablet or smartphone

Contact Centre

- Reduced number of avoidable calls
- Consistency of service in Contact Centre and online
- Advisors able to devote time to more complex calls

Organisation

- Ability to deal with resident enquiries in the way that they prefer
- Reduction in the cost of handling enquiries
- Greater accessibility and choice to residents
- Increased capacity to extend services



Implementing Keyfax

Rapid Deployment

With a focus on social housing, Keyfax is provided with a set of ready-made call flow 'scripts' addressing a wide range of residents' enquiries. Significant investment has been made in developing these scripts for housing management and repairs, so social housing organisations are able to rapidly deploy Keyfax and quickly gain the benefits that it delivers.

Implementation

Keyfax has been implemented in social housing organisations throughout the UK and in Europe. Each implementation is managed by a Project Manager, with an agreed project plan to deliver on time and to budget. Training is provided for Administrators who carry out the call flow editing, and workshops held with service teams to assist with call flow designs and to give guidance on call flow editing.

Flexibility

Flexibility is at the heart of the design of Keyfax. Non-technical administrators are able to quickly and easily modify each call flow to accommodate changes in service practices and such changes are made instantly available to advisors and residents. Likewise, new call flows can be readily created to accommodate new enquiry types at any time.

Mobile Solution

Keyfax is a web based software solution, so can be readily accessed from many locations. Keyfax Inter•View Online has been specifically designed to work on all modern smartphones and tablets, as well as laptops and PCs, so users are able to access the system on any device suitable for them.

"Keyfax was vital to our self-service development, giving us the confidence that online service requests could be accepted without further intervention."

"Keyfax has allowed us to extend our contact centre service with confidence."

"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."

"Keyfax makes life easier for everyone. Staff feel more comfortable, as it gives them the answers they need."

How do you:

- Make the knowledge of your experts instantly available to your advisors and residents online
- Provide a consistent, fair and high level of service to your residents 24 hours a day, 7 days a week
- Provide a personalised service to 1,000's of callers
- Reduce call durations, increase first call resolution and improve the quality of your service
- Reduce call volumes and avoidable calls
- Perform transactions and provide services at the fraction of the cost of live interactions

**These can all be achieved with
call flow intelligence from Keyfax Inter•View**

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 pathway to improve call flows or accommodate changes in service practices and such changes are made instantly available to advisors. New call pathways can be readily created to accommodate new topics to be handled by the contact centre, ensuring 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 CRM or Operations Management system. Industry standard interfaces are utilised for these applications to launch Inter•View and pass through key call and customer 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, are all automatically 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 have worked extensively 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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