# Case study: Red Kite Community Housing

Red Kite Community Housing

## Red Kite Community Housing, based in High Wycombe, Buckinghamshire, are a tenant-led, not-for-profit, charitable housing association. They own and manage more than 6,500 homes in the Wycombe District.

Industry Sector

Housing

Client contact

Project Objectives

Red Kite's contact centre wanted greater flexibility and control. They needed a blended inbound and outbound multichannel solution that was fast and easy to deploy; one that could integrate with their CRM. And costings had to be sensible.

"Rostrvm are agile enough to respond quickly and change with us. This was a breath of fresh air after the constraint of dealing with larger companies' structures."

**Halima Hassan, Head of Relationships, Red Kite.**

Red Kite customers have an important role in making sure that the organisation remains truly tenant-led through everything that they do. They work in partnership with their customers to provide the best possible outcomes at all times.

The contact centre is the first port of call for customers and has to be ready to handle the full range of housing issues, from basic questions to very complex interactions. It now benefits from the flexibility provided by a **rostrvm** blended inbound and outbound multichannel platform, integrated with CRM. This includes:

- **Inbound contact handling,** with intelligent queueing and multichannel ACD.
- An automated **outbound dialling** system for rental collections and reminders, which ensures tenants get the message and helps them to respond.
- **Integrated text messaging** to improve customer choice and tenant engagement.
- Integration of **calls, email, social media** and **web chat.**
- **Call and contact recording** for training and compliance purposes.
- **rostrvm performance management**, ensuring real-time and historical visibility of operations, enabling the contact centre to be proactive, tailor reports, use dashboards etc.

**The challenges**

Red Kite's customers use a variety of channels to make contact, including email, SMS, the website, social, as well as over the phone. They have individual preferences on this and Red Kite strive to provide a first-class service, on everything from property repairs and tenancy enquiries to rent collection.

The contact centre had a legacy inbound system with limited functionality, which required the team to revert back often to the supplier to change anything. Also, the channels they used worked in silos as three separate platforms, which made it harder to provide a fast, consistent service. They therefore wanted to upgrade and integrate their systems.

Halima Hassan, Head of Relationships at Red Kite explained: "As an innovative housing organisation we are always about continuous improvement, ensuring that our customers get first-class service.

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Highlight

"**rostrvm** serves the advisor a call and automatically pops up the relevant customer data from the CRM. They don't have to waste time searching for a record. Having the information in front of them helps the team to personalise their contact."

**Halima Hassan, Red Kite.**

Being a blended operation allows Red Kite to easily switch advisors from inbound to outbound - and vice versa - during less busy times.

"We acknowledged that without the right technology in place this wasn't going to be possible. We therefore made a decision to change suppliers and went through a robust tender process, exploring multiple vendors."

Halima added, "We chose Rostrvm Solutions for several reasons, the main ones being: we wanted the greater flexibility and control that **rostrvm** provided; we needed a blended inbound and outbound multichannel solution that was fast and easy to deploy; **rostrvm** could integrate with our CRM – and their costings were sensible."

**The solution**

Red Kite aspire to be creative and innovative in their approach to updating the contact centre.

Halima says, "What we liked about Rostrvm is that they really listened to us to tailor things exactly how we wanted them.

"They have the knowledge and experience to understand our situation and are easy to talk to and share ideas with, providing a friendly, personalised service.

"They're an independent company, based in the UK and so are agile enough to respond quickly and change with us. This was a breath of fresh air after the constraint of dealing with larger companies' structures."

Rostrvm produced a next-generation, blended, multichannel solution, which is integrated with Red Kite's Microsoft Dynamics CRM.

In line with Red Kite's digital transformation strategy, advisors use **rostrvm ScreenPhones** rather than traditional phones.

**The results**

The **rostrvm ScreenPhone** is a softphone which converts a multimedia PC and headset into a fully-functional telephone, supporting contact centre activities. **ScreenPhone** is not obtrusive – when the person isn't on the phone, **ScreenPhone** is simply an icon in the desktop system tray. It enables desks to be clutter free and is easy to use.

Next-generation **rostrvm** streamlines systems and apps into one, single view for staff to see, without having to switch between them.

Halima says, "**rostrvm** serves the advisor a call and automatically pops up the relevant customer data from the CRM. They don't have to waste time searching for a record. Having the information in front of them helps the team to personalise their contact - and be aware of previous communications, so they handle the individual customer's issues well."



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Case study continued:

Highlight

"All areas are visible to the right people: we can see how many calls are being made, what emails are being received/sent, how the social channels are doing etc. all on one platform. We can react to real-time and historical metrics, make changes and add bespoke reports."

**Halima Hassan, Red Kite.**

Halima adds, "**rostrvm CallGuide** scripts add value too because the quality of the contact is very important to us: they serve as prompts to ensure advisors cover compliance requirements like the Data Protection questions etc. Once the contact has finished, **CallGuide** automatically copies the advisors' notes and updates the CRM. This reduces call handling time, encourages a consistent approach and lowers the risk of errors creeping in."

The advisors also have access to a Knowledge Base of specialist information relating to specific enquiries, so they feel confident and well prepared.

**rostrvm** is a versatile, enterprise-class platform, not a 'one size fits all' offering, so it can be customised. Halima says, "A great example of this is the way Rostrvm have tailored the web chat the way we want it to work for our customers. It provides them with a fast, convenient way to get answers and is popular."

Red Kite can now provide a proactive outbound response to property management with **rostrvm**. They can set the outbound dialler to make contact with customers with straightforward reminders on rent, home checks, gas compliance and maintenance appointments etc. This allows staff time to focus on more complex conversations and improves productivity and service standards.

The **rostrvm** system also enables Team Leaders to access performance reports and check how operations are going, wherever they are.

Halima explains, "All areas are visible to the right people: we can see how many calls are being made, what emails are being received/sent, how the social channels are doing etc. all on one platform. We can react to real-time and historical metrics, make changes and add bespoke reports."

Being a blended operation allows Red Kite to easily switch advisors from inbound to outbound during less busy times – and vice versa, according to business requirements. This optimises resources and productivity.

Call and screen recording enables the contact centre team to monitor contact for training and compliance purposes.

Halima says: "We love the flexibility and control that **rostrvm** gives us. Before, everything became a big task and took time. Now, for example, if a new person joins, or we want to change the IVR menu, we know how to



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update the system ourselves – no more waiting for an engineer. We enjoy learning more about the system as it's straightforward. It means we have transformed into an agile, proactive operation. **rostrvm** also affords us the opportunity to offer remote working arrangements in the future."

She concludes, "When we choose a supplier, we try to pick a 'partner for life' and, with Rostrvm, we think we've done so. I feel that, when we need them, they're there and we get great support. This has removed the worry and it has provided a cost-effective solution. It enables us to meet our customers' requirements effectively and run a more efficient operation. We have great respect for each other and I look forward to working with Rostrvm going forward."

In conclusion

"We have transformed into an agile, proactive operation. When we choose a supplier, we try to pick a 'partner for life' and, with Rostrvm, we think we've done so. When we need them, they're there and we get great support. This has removed the worry and it has provided a cost-effective solution."

**Halima Hassan,**
**Head of Relationships,**
**Red Kite Community Housing.**



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# About Rostrvm Solutions:

**Just add rostrvm**

**rostrvm** simplifies your existing call centre and back office technology and processes so that they play well together. We do this with innovation and flexibility; qualities that are all too rare in a market that is largely served by traditional offerings from the traditional vendors with the traditional limitations.

We deliver tailored solutions and a unique combination of benefits that leave our competition standing:

- Commercial frameworks that really benefit your business**. rostrvm** works on site or hosted in the cloud and can be acquired on a capex, opex, subscription or pay-per-use basis.
- Support and improve any telephone system and IT environment. Why throw away your existing investment when you can enhance it cost effectively and with minimal risk?
- A truly integrated platform that supports truly integrated functionality. One administration, configuration and information environment for total control of inbound, outbound and back office contact and processes.

**Our company**

We're a British software company. We design, develop and support the **rostrvm** suite of applications and have a dedicated team of experts all based in Woking, Surrey UK.

We have a very demanding and loyal customer base that relies on us for the provision and support of their core call handling and process management functions. See our website for more case studies.

As a privately-held company we maintain a strong culture of independence, which is increasingly rare in our market sector. We see our independence as a major benefit to our customers and partners - it guarantees the openness of our technology and the objectiveness of our approach and advice.

**What now?**

You can find out more about us and what we do on our website. If you like what you see why don't you drop us a line or give us a call to arrange a meeting? We'll make it worth your while.

All of our people are call centre and process management experts with years of experience. We're used to dealing with all sorts of people, from those who know exactly what they want to those who haven't got a clue!

We don't have all the answers but you can be sure of the knowledgeable approach and the can-do attitude that consistently meets and exceeds the expectations of our customers, so they can do the same for theirs.

We look forward to hearing from you soon.

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