

# How one Housing Association revolutionised the way they work to provide a better service to the community



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SYNTELLECT

## CASE STUDY

### Devon & Cornwall Housing Group

“We know our base well and Datasharp’s solution uses our customer profiles to tailor communication to the needs of a diverse community – we can communicate flexibly with them via their required method which can now also include email and SMS. This new system is amazing – it’s a business changing piece of kit!”

*Gary Neilson*

*Service Development Manager*

“Reliability and cost effectiveness are important for us. Using Datasharp’s solution means we have a single, resilient communications system at all our sites. If one site were to fail, it can be seamlessly backed up by any other, without the need for us to buy additional hardware to create a costly duplicated network.”

*Alan Robotham*

*Group IT Manager*



### The scenario

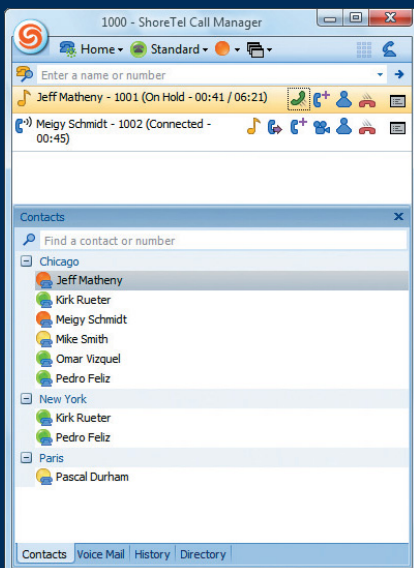
The Devon and Cornwall Housing Group (DCH) is a major housing provider in South West England, providing rented homes, shared-ownership homes and supported accommodation to residents. The group is responsible for 17,000 homes and employs around 700 staff in nine offices throughout Devon and Cornwall. Like all Housing Trusts, DCH were facing external pressure to improve the customer service provided to residents and, in particular, the choice and cost effectiveness of its communications. The group required a Unified Communication system across all of its locations to integrate new applications and provide improved communications support services.

### The solution

DCH conducted a formal tendering exercise in order to evaluate a number of market leading systems from different suppliers. Datasharp recommended a ShoreTel unified communications solution and a multimedia contact centre solution from Syntellect called Customer Interaction Manager (CIM). The Datasharp solution proved to be the most user-friendly, offered the best value for money, and above all, enabled residents to communicate with DCH staff more effectively, in their chosen method such as SMS, email, web or telephony. This means DCH can deliver better service to customers.

“The social housing sector is facing pressure from external governance to open up new channels for customer service such as web chat and SMS so that vulnerable and disadvantaged residents can enjoy better access to their housing provider. Residents now have the ability to contact the housing association by calling a special charities number, which is more cost effective and allows free calls from mobile phones. This is a big improvement on the more expensive 0800 numbers previously used.”

*James Hayward  
Sales Manager, Datasharp*



Desktop productivity tool provided free with every ShoreTel telephone.

This allows users to see at a glance the availability of colleagues. It also allows users to 'click to dial' from Outlook.

The deployment comprises two new contact centres in Devon, an upgraded contact centre in Cornwall and a Unified Communications system across the entire estate, providing residents with highly efficient and flexible communications and improved accessibility to appropriately trained staff.

The 340-user deployment includes:

- A ShoreTel Unified Communications System
- ShoreWare Director
- ShoreWare Call Manager
- ShoreWare Mobile Call Manager for Blackberry users
- Syntellect CIM multimedia contact centre solution
- SMS Gateway from VoiceConnect

## The result

It was crucial that the installation didn't disrupt DCH's handling of customer queries. Thanks to Datasharp's expertise and the user-friendliness of the ShoreTel equipment, the system was deployed on time and the sites involved are already experiencing significant benefits to their customers and staff.

The Unified Communication system offered wider opportunities for value for money; it also helped improve communication within the organisation and increased employee flexibility. The sites now have a single internal phone directory which can be navigated with ease. Staff can also respond to customer requests when working remotely, thus minimising travelling to work and lowering the carbon footprint of the organisation. The Unified Communications system allows them to connect with their customers in new ways and respond to requests effectively and according to the customer's preferred mode of communication.

Datasharp are a leading independent supplier of telecoms systems and services to over 30,000 satisfied customers. They have over 50 offices throughout the UK. They have a proven reputation throughout the communications industry for providing every customer with a specifically tailored solution designed to improve their business operation.

For more information, contact 0800 298 2666 or visit [www.datasharp.co.uk](http://www.datasharp.co.uk).



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