

# Wheatley Group

## Opportunity

As Scotland's leading housing, care, and community regeneration group, Wheatley Group provides homes and services to over 120,000 people in central Scotland under brands such as Glasgow Housing Association, Cube Housing Association, Dundedin Canmore, Loretto Housing Association, West Lothian Housing Partnership, Your Place Property Management, and Lowther Homes. Eager to expand to include even more partner and subsidiary organisations, Wheatley Group needed a customer engagement platform to effectively support its ambitious growth strategy.

Wheatley Group fields multiple inquiry types related to payments, repairs, complaints and compliments, applications, and more within its customer service operations. To properly serve its customers, the group sought a solution that would enable the provision of consistent service across a number of channels, including phone, field offices, email, white mail, web, mobile, and SMS. Additionally, the group was looking for a way to consolidate multiple legacy applications used by its employees to resolve issues.

## Solution

Wheatley Group chose to implement engagement management solutions from Verint® across its contact centre, back office, and local offices, specifically deploying Verint Employee Desktop™, Verint Case Management™, Verint Knowledge Management™, and Verint Web Self-Service™.

Verint's unified employee desktop enables Wheatley Group to bring together data from a variety of legacy back-end systems, including housing systems, its MultiVue Master Data Management product, and its payment gateway. Process orchestration then guides employees through a seamless process that previously required toggling among many different applications. For example, when a customer makes a query about a housing repair, a Wheatley Group employee is able to diagnose the repair, identify the required technician, and schedule an appointment with the outsourced building services company, all within a single process and from a single desktop application. With this newfound means to consolidate disparate applications and data onto a single screen, Wheatley Group named its employee desktop application "ASTRA: A System To Replace All."

With customers contacting Wheatley Group for a variety of reasons, for everything from complex repairs to more straightforward housing inquiries, processes for each case type have been mapped to provide the appropriate data capture scripts and integration to the necessary back-end systems. Using Verint, Wheatley Group can then leverage the case types to help ensure a consistent experience and quality of service across employees and communication channels.

In addition to customer inquiries and requests being handled by customer service representatives within its contact centre, Wheatley Group also implemented Verint Web Self-Service.

# VERINT®

## Customer Success Story



### Solutions

Verint Employee Desktop™

Verint Case Management™

Verint Knowledge Management™

Verint Web Self-Service™



### Industry

Housing, Care, and Community Regeneration



### Region

United Kingdom

## Results

- Introduced a richer, more personalised customer experience through a unified employee desktop.
- Enabled a redesign of the repairs service business process, increasing efficiency and reducing end-to-end processing time.
- Deflects more costly phone contacts via intuitive web self-service.
- Provides consistent service across phone, web, email, SMS, and local offices.

“ Because of the flexibility and configurability of the Verint engagement management solutions, Wheatley Group is well positioned for future growth.”

With this solution, the group’s customers see a site branded to the specific organisation or subsidiary they are working with, and can go online via a personal computer or mobile device to ask questions, as well as request or view the status of cases and repairs.

Dozens of contact centre processes have been deployed using Verint Web Self-Service, enabling Wheatley Group customers to complete many tasks from end-to-end without needing to contact the group’s customer service for help.

## Benefits

Wheatley Group has enjoyed a number of efficiency benefits from its deployment and use of Verint.

The combination of process, data, and knowledge in a single unified interface enables the group to resolve issues quickly and accurately, increasing first contact resolution. The solution’s omnichannel capabilities across phone, email, SMS, and web help the group deliver a consistent experience across channels, while Verint Web Self-Service helps direct contacts away from more expensive and time-consuming channels.

Finally, because of the flexibility and configurability of the Verint platform, Wheatley Group is well positioned for future growth. As the group brings on new partners and subsidiaries, the Verint solution can easily be expanded to include new integrations, processes, and branded websites.

## The Customer Engagement Company™

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# VERINT®