

KleurrijkWonen



Customer

- KleurrijkWonen, The Netherlands

Challenge

- Provide easy access to the customer contact department – for both young and older people
- Address the need for a better distribution of agent workload over the day

Solution

- Business ConneCT as omni-channel contact center
- Add additional social media to the existing communication channels
- Integrate SaySimple as Social Messaging Service Provider
- Integrate with the customer's Customer Contact application

Result

- An easily accessible and flexible way of communicating by means of each user's preferred channel
- An increasing number of contacts
- Estimated reduction of 20-30% of all incoming customer contact via telephone

www.kleurrijkwonen.nl

"WhatsApp is a good way for us to adapt to the communication style of the customer."

Patrick Veld, Application Manager, Kleurrijk Wonen

Challenges

KleurrijkWonen was experiencing unpredictable traffic peaks with respect to their incoming communications. The corporation expected the integration of social media, and particularly WhatsApp, to be a good opportunity to create a better balance in managing their communications and ensuring a distribution of agent workload over the day.

KleurrijkWonen also wanted to be more easily accessible for their target audience, which includes people of all ages - from young (starters) to the elderly. Integration of social media should lead to an easily accessible solution that meets the current communication needs within this diverse target group.

Solution

KleurrijkWonen already provides its customers access by means of telephony, Internet and email. Various media, such as telephony and chat, are routed through the company's UNIVERGE Business ConneCT solution and offered to its Customer Contact application. This application provides the agents direct access to their workflow system, allowing them to schedule actions based on the specific request or complaint.

As an addition to the existing communication channels, KleurrijkWonen implemented WhatsApp communications integrated with Business ConneCT.

Twitter, Direct Messaging and Facebook messenger were not seen as valuable options, due to the limited use of those two media among the corporation's customers.



Although a direct integration of WhatsApp directly with the Customer Contact application was possible, KleurrijkWonen decided to go for a more easy and affordable solution based on Business ConneCT.

The integration of Business ConneCT and WhatsApp, supported by the social messaging automation platform provided by SaySimple, results in an extremely user-friendly and cost-effective way of managing WhatsApp conversations.

Thanks to the integration capabilities, all WhatsApp traffic can be forwarded to the customer contact application of the customer, with the additional benefit that all communication history remains in one place.

Results

The result is a scalable centralized solution that is integrated into KleurrijkWonen's existing UNIVERGE Business ConneCT environment. The impact on the way of working for their employees is minimal, while the bottom line result is significant by now facilitating an accessible and flexible way of communicating for each user by means of their preferred channel.

Immediately after the solution's successful implementation, KleurrijkWonen started to promote the new contact possibility via social media, newsletters and newspapers. The housing corporation has noticed that within a minimum of time queries and issues are reported via WhatsApp.

Typically, adding WhatsApp as a channel results in a 20-30% reduction of time spent on phone calls. Together with the ability to handle multiple conversations simultaneously, this significantly reduces the TCO for KleurrijkWonen. Ultimately, providing customers with more relevant communication channels and reducing waiting times, KleurrijkWonen's CSAT scores are likely to increase.

Profile

KleurrijkWonen is a modern housing association that offers people with an income of up to approximately € 40,000 an affordable, pleasant home in the Rivierenland and Alblasserwaard-Vijfheerenlanden regions in The Netherlands. Target audience are starters, families, people living alone and people with a need for care or guidance.

More information on: www.kleurrijkwonon.nl

SaySimple helps businesses to have valuable customer conversations via messaging. They build intelligent messaging software, provide clients with specific knowledge and develop growth-oriented strategies that focus on lowering of TCO, increasing CSAT scores and ultimately getting a higher ROI.

More information: www.saysimple.com



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