



Housing Association Complaints Management Solution

Ensure Reporting Compliance
and Proactive Customer Support

“

For us, this is a generational transformation. The design and configuration progress so far has been exciting to see. We have deep confidence in our delivery partners, together we can navigate this major technological integration and adoption.”

Jon Cocker
Chief Information Officer
Platform Housing Group

platform
housing group

Overcome Complaint Management Challenges and Meet New Regulatory Standards

Navigating the complexities of complaint management in social housing has become increasingly challenging. Housing associations struggle to keep up with the Social Housing (Regulation) Act 2023 mandating stricter compliance and the Housing Ombudsman's new Complaint Handling Code.

Issues such as outdated systems, lack of training, and multiple databases lead to inefficiencies and hinder the timely resolution of complaints. Consequently, residents face delays, and housing associations risk failing to meet regulatory standards.

Crimson's Housing Association Complaint Management Solution addresses these challenges, ensuring you achieve seamless compliance and enhanced service delivery.





Transform Your Complaint Handling with Crimson's Power Platform Integration

Crimson's Housing Association Complaint Management Solution leverages the power of Microsoft's Power Platform to transform how you handle complaints. Our comprehensive solution integrates case management, evidence gathering, and data insights into a single, user-friendly platform. This ensures all information is easily accessible, accurate, and up-to-date, streamlining the complaints process.

Our solution meets the key areas outlined in the Complaint Handling Code. From providing a universal definition of a complaint to ensuring fairness in handling and creating a culture of continuous improvement, Crimson helps you comply with regulatory requirements effortlessly.

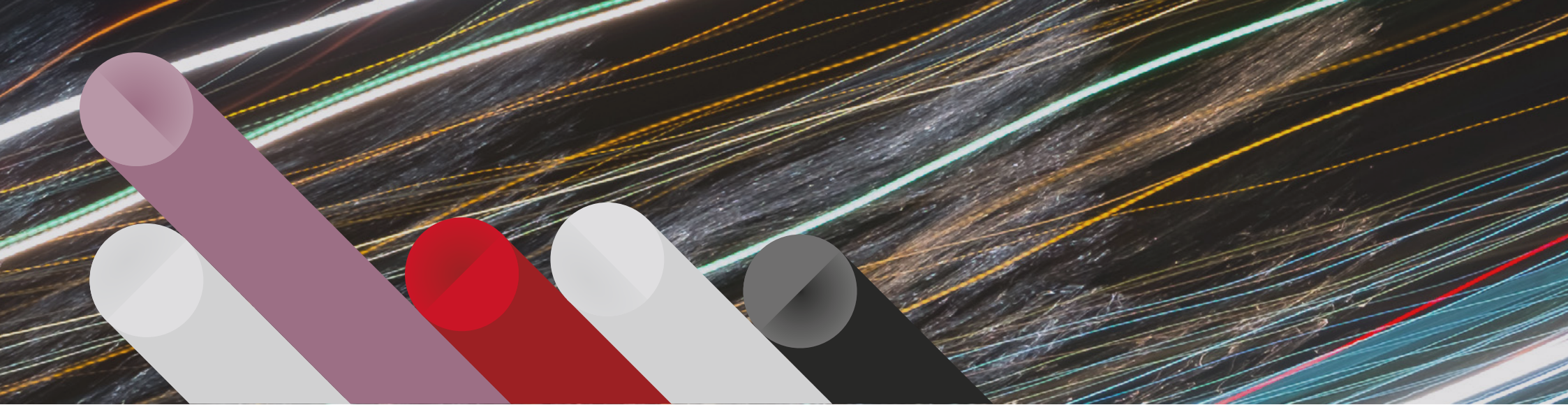
By employing advanced data analytics and customer feedback mechanisms, we enable you to predict and proactively address potential issues, ultimately enhancing resident satisfaction and reducing maladministration.

“

I am incredibly proud
of what we have been
able to do and therefore
wanted to thank the
Crimson team for all
their hard work”

David Slade
Head of Digital Marketing,
Peabody Group



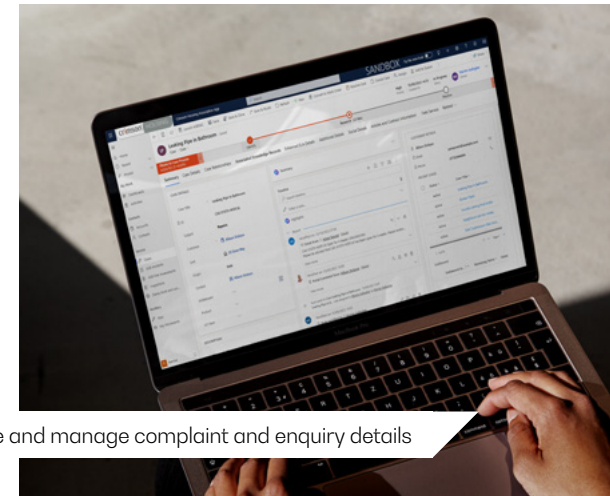


Revolutionise Complaint Management:

Comprehensive Features for Seamless Compliance and Enhanced Efficiency

Housing Transformation

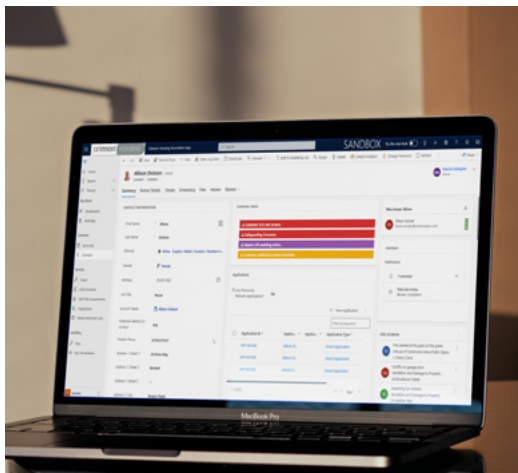
- **Streamlined Access:** Centralised Portal for Effortless Complaint Logging
Our solution offers a centralised solution where residents can log complaints via phone, text, social media, face-to-face, or letter. Improve accessibility and convenience for residents, ensuring they can easily raise concerns and facilitating a smoother complaint management process for your team.
- **Instant Data Capture:** Empower On-Site Staff with Mobile Logging
The mobile application allows on-site staff to capture and log complaints instantly. Accelerate the complaint logging process and ensure accurate, real-time data entry, enhancing the efficiency and reliability of your complaint management system.
- **Efficient Resolution:** Advanced Case Management and Real-Time Tracking Utilising Power Platform, our solution manages and tracks complaints, including SLA adherence and ongoing resident communication throughout the process. Enhance efficiency in handling complaints, ensuring timely resolution and helping you meet regulatory standards effortlessly.



Capture and manage complaint and enquiry details



● **In-Depth Insights: Capture and Leverage Resident Feedback** With Microsoft Customer Voice integration, our solution captures detailed customer feedback. Uncover valuable insights into resident experiences and areas for improvement, enabling you to enhance your service quality continually.



Get a complete view of customer status

● **Data at Your Fingertips: Monitor Performance with Interactive Dashboards** Operational performance dashboards monitor KPIs, complaint categories, SLA performance, and trends. Gain a clear view of complaint handling efficiency, helping you identify and address recurring issues promptly.

● **Predict and Prevent: Harness Data to Anticipate and Address Complaints** Our solution analyses data to predict and identify complaint trends, integrating virtual entities for seamless data access. Proactively manage complaints by predicting who is likely to complain and addressing issues before they escalate.

● **Transparency and Accountability: Keep Everyone Informed and In Sync** The subcontractor portal provides up-to-date information from subcontractor jobs. Ensure transparency and accountability from all parties involved in complaint resolution, keeping everyone informed and aligned.

● **End-to-End Tracking: Ensure Thorough and Resident-Focused Complaint Handling** Comprehensive tracking from complaint initiation to closure, including follow-up and lessons learned, ensures a thorough and resident-focused approach to complaint handling. Promote continuous improvement and helps you build a positive complaint-handling culture.



Manage daily workloads efficiently

Maximise Compliance and Satisfaction: Meet Regulatory Standards and Enhance Efficiency

Our solution ensures full compliance with the Complaint Handling Code, increases resident satisfaction, reducing the risk of penalties and maladministration findings.

By streamlining processes and enhancing transparency, resident satisfaction is significantly improved. Efficiency gains reduce administrative burden, allowing your staff to focus on more critical tasks.

Enhanced data utilisation turns data into actionable insights, driving better decision-making. Predictive analytics help identify potential issues before they escalate, ensuring a proactive approach to complaint management. Ensuring transparency and accountability fosters trust among all stakeholders, including residents and subcontractors, making your complaint-handling process more effective and reliable.

Crimson's Housing Association Complaint Management Solution is the key to transforming how you handle complaints, ensuring compliance, improving efficiency, and enhancing resident satisfaction.



Why choose Crimson's Microsoft-powered complaints management solution?

- **Solution Accelerators:** Pre-configured components accelerate delivery and de-risk the project.
- **Seamless, Scalable Integrations:** Unify all your operations under the Microsoft umbrella—Dynamics 365, Power Platform, Power Pages, and Power Virtual Agents.
- **AI-Embedded:** Enabled by Microsoft AI services to accelerate customer responsiveness and compliance.
- **Ongoing Enhancements:** Continued Microsoft investment in the platform ensures innovations – such as AI – will continue to streamline ways of working so your team can focus on residents most in need of personal support.
- **Extensible Solution:** Crimson continues to invest in building a unified housing customer journey. Choosing Crimson and Microsoft means realising the vision of a holistic 360-degree view of the customer.



We have a fantastic working relationship with Crimson. They make us think differently.”

Robert Bloom
Director of Sales & Ownership,
Accent Group



See How Crimson and Microsoft Can Work For Your Organisation

Crimson's Complaints Management solution doesn't just transform your organisation; it does so by seamlessly integrating with Microsoft's leading-edge technologies and an expansive platform. Better data across the customer journey gives you improved insight and leads to better decision-making.

You and your team are invited to preview Crimson's Complaints Management solution and explore how Crimson's experience in the housing sector can underpin your success in developing a unified Microsoft-based platform across your organisation.

[Get started today by calling the
team on 01675 466 477](#)

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