



Digital Contact Centre

Leveraging Microsoft Technologies to Meet Today's Housing Sector Needs



We're a national brand and now we're getting closer to our goal of knowing we're delivering consistently for our customers across all touchpoints."

Ceri Pearce
UK Sales and Marketing Director,
Taylor Wimpey

Taylor
Wimpey

Transforming Customer Experiences in Housing

Navigating Key Challenges

UK housing sector professionals face significant challenges in customer communication, needing to integrate various methods like phone, email, and social media smoothly. Adhering to data privacy rules and organising customer information is crucial, alongside providing quick, resource-efficient service.

Key to their success is building strong customer relationships, ensuring each interaction from start to resolution is personalised and effective. They require tools for effective decision-making and data management while facilitating online customer self-service for enquiries and complaints. Ultimately, a cost-effective system that streamlines communication, ensures compliance, and supports intelligent decision-making is essential.



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The Crimson team
demonstrated great
knowledge and experience
of the technology, and
developed a really
effective solution for us.
Thank you!”

Mike Wooderson
Business Analyst,
Phoenix Community Housing



Crimson's Customer Solution 360-Degree Customer Interaction

Introducing Crimson's Digital Contact Centre solution: a revolutionary cloud-based platform designed to transform how housing sector professionals connect with customers. Powered by Microsoft Omnichannel for Customer Service, this solution is a part of Dynamics 365 Customer Service Enterprise. It's expertly tailored to meet the unique communication demands in the housing sector, offering instant engagement across various digital messaging channels.

Features like live chat, virtual agents, voice, SMS, and integration with popular social platforms like Facebook and WhatsApp ensure seamless, multi-channel customer interactions. The solution enhances agent effectiveness with tools for contextual

customer identification, real-time notifications, integrated communication, and a suite of agent productivity tools, including knowledge base integration and AI-powered features.

Supervisors gain valuable insights into agent efficiency and channel utilisation. This single, integrated platform elevates customer engagement, improves operational performance, fosters stronger customer relationships, and drives revenue growth, making it an indispensable asset for housing sector professionals.

Revolutionising Customer Engagement Crimson and Solgari's Enhanced Digital Contact Centre

Crimson's partnership with Solgari enhances its Digital Contact Centre by integrating an advanced cloud communications platform with Dynamics 365 and Teams.

This collaboration brings a unified communication experience, merging voice, chat, SMS, and email within a single interface, streamlining workflows and improving customer engagement.

Key features include AI-powered tools for call transcription and sentiment analysis, ensuring efficient and relevant customer interactions. This integration offers real-time insights into agent performance, optimising operational efficiency. Customers benefit from 24/7 support, easy-to-use chat options, and AI-driven assistance, leading to a more responsive and satisfying service experience, ultimately driving stronger customer relationships and increased revenue for businesses.

Solgari



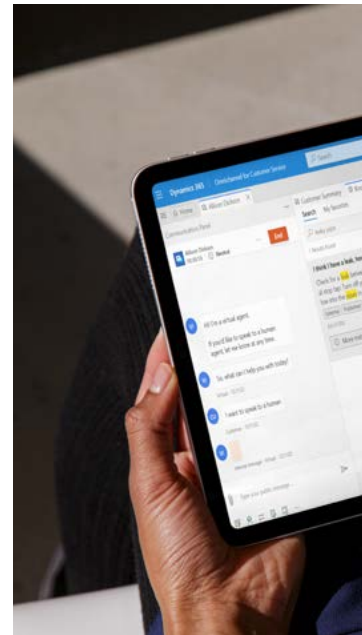
Give Your Customers Sector-Leading Experiences

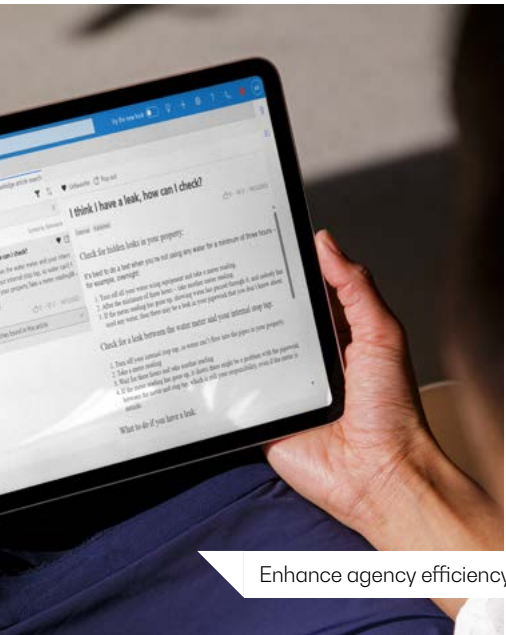
Crimson's Digital Contact Centre solution offers a comprehensive suite of features to transform customer interactions in the housing sector. With customisable interfaces and robust analytics, it provides critical insights for operational efficiency.



Communication Channel Integration

Integrate various communication channels like live chat, SMS, voice calls, and social media into a single interface, streamlining communication and offering customers multiple connection options—benefit from a more cohesive and convenient customer experience, enhancing satisfaction through their preferred communication methods.





Enhance agency efficiency with AI



Agent Productivity Tools

Tools like contextual customer identification, real-time notifications, routing, and AI-powered features boost agent efficiency and effectiveness. This leads to faster resolution of customer issues, improving satisfaction and reducing resolution times, making service interactions more efficient and customer-focused.

Quickly access data and insights



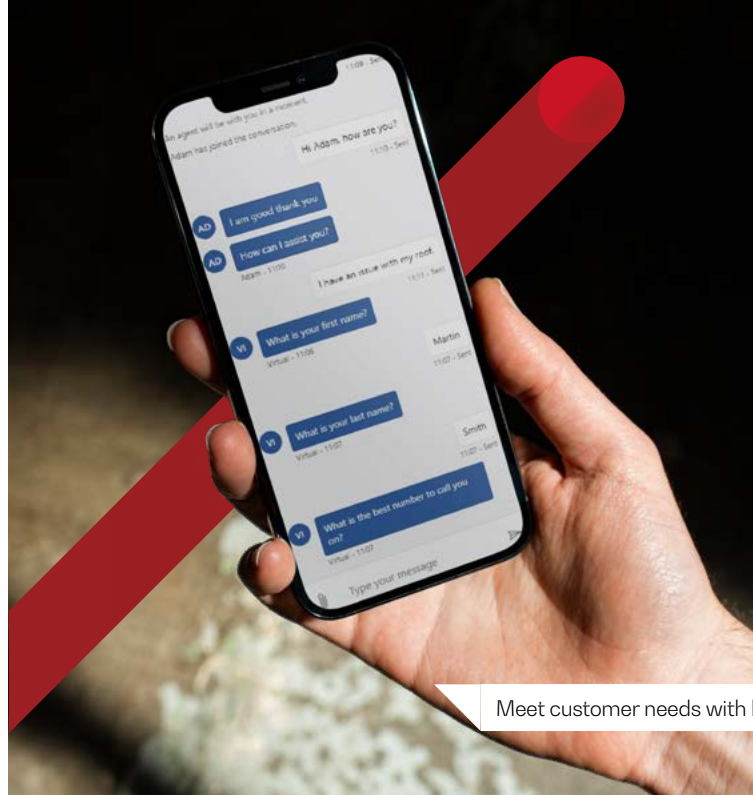
Supervisor Insights and Analytics

Supervisor features offer real-time and historical data on agent performance and channel utilisation. This enables informed, data-driven decision-making, optimising resource allocation and operational efficiency. These insights are crucial for maintaining high service standards and adapting strategies to meet evolving demands.



Automated Live Chat Efficiency

Automated BOT functionality for chat handling and knowledge base integration offers around-the-clock customer support and reduces manual workload. The customisable live chat widget allows for tailored branding and personalisation in customer interactions. This increases overall efficiency and ensures continuous service, meeting customer needs at any time and improving their overall service experience.



Meet customer needs with live chat



Data Management and Security

Secure handling of customer data and compliance with GDPR data protection regulations ensures privacy and builds trust. This is crucial in maintaining a strong reputation for data security and demonstrates a commitment to protecting customer information, fostering a secure and trustworthy relationship with customers.



Comprehensive Customer Engagement

The solution's ability to engage customers across different channels, enhanced by AI-based suggestions, provides a deeper understanding of customer needs. This leads to more personalised service, fostering improved relationships and heightened customer satisfaction through tailored interactions.

“

Crimson has brought a combination of practical advice and a broader perspective that is supporting our goal of offering a sector leading experience.”

Robert Bloom
Director of Sales & Ownership,
Accent Group



See How Crimson and Microsoft Can Work For Your Organisation

Crimson's Digital Contact Centre 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 Digital Contact Centre 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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