



# OPUS™

## Communication, Engagement and the Resident Experience

HOUSING

# Improving the Resident Experience

Engaging residents at every level of service delivery is crucial to the housing sector's success. Housing associations have the responsibility to provide ways for residents to have their voices heard, reducing social isolation and collaborating to stay ahead in a fast-changing digital world. To this end, the resident experience is critical to shaping, delivering and transforming housing services.



Housing associations need to foster strong relationships with their local communities. In our increasingly mobile world, it's important to ensure

that every resident remains engaged, supported and involved with their housing association - in any channel, from any device, seamlessly and effectively.

# The Housing Sector's Challenge To Connect

The housing sector's technology landscape has been one of its greatest challenges. Legacy systems that are no longer fit for purpose have meant that opportunities for collaboration have been missed. The sector has struggled to respond to the need for better communication tools because they are still largely working with a complex set of technological infrastructures. These systems have performed in disjointed ways and are now critically ineffective due to their lack of connectivity.

Housing associations must now find new ways to transform their communication systems to improve resident involvement and meet their changing needs. The right communication tools will bring multiple benefits to housing services such as better levels of resident loyalty, better employee motivation and reduced costs through optimising services, improving the resident experience.

## Stimulating A Shift In Communication

Many private sector businesses are enjoying the emerging innovations in communication technologies, which is becoming one of the most dynamic areas to achieving meaningful resident involvement and staff

productivity. Synergizing communication tools can radically reshape how housing associations deliver their services. So how can you achieve this synergy?

Businesses are currently experiencing rapid transformation in the shape of Unified Communications (UC) technology. Proven to meet the demands of the citizen experience, UC technology should be integrated into every housing association's digital strategy. Not only is UC technology a critical differentiator for staying ahead in a digital world, it immediately releases savings for housing, delivers efficiencies across a wide range of areas and empowers staff to work in more flexible and collaborative ways.



# A Family of Technologies

Significantly better than a single solution, UC is an all-encompassing family of technologies that deliver new options and features for the housing sector to change the way they communicate and collaborate.



UC is a family of technologies, a combination of innovations that seamlessly join up across multiple devices and media types.

With Unified Communications, the way housing staff work can be transformed, enabling rapid business decisions, immediate responses and significantly reducing human latency. Staff can communicate efficiently no matter where they are or what kind of device they're using – desktop PC, mobile, tablet or VoIP phone. Housing's IT leaders can enjoy the ability to easily

manage systems at reduced cost, moving away from system complexity and allowing them to adapt to an evolving business environment. Tenants and other user needs are met as they are able to seamlessly communicate in their preferred channels.

Unified Communications technology will lead to improved collaboration with suppliers, stakeholders and facilities management teams with higher levels of resident satisfaction, making housing services smarter, dynamic and modern.



# Unifying Communication For Housing

Imagine your housing environment achieving a myriad of successes with only one communication ecosystem. Here are some key areas that Unified Communication tools can support you with:

## Audio & Web Conference

A special suite of audio conferencing and web conferencing (screen sharing) applications that are designed to improve collaboration and information exchange between housing staff, residents, suppliers, stakeholders and the wider community.

## Video Conferencing

Achieve better collaboration, use time more efficiently and improve staff interactions with HD quality video conferencing over standard IP networks.

## Collaboration Tools

Enjoy seamless communication regardless of location or device with tools like visual voice mail, conferencing, desktop and application sharing. Bring together all methods of communications that works anywhere, any time, on any device.

## Unified Messaging & Auto Attendant

Unified Messaging (UM) solutions simplify message retrieval and improves productivity, but allowing users to access and manage their voicemail, email and even fax messages from one synchronised message store, via the device that suits them best.

## Instant Messaging and Presence

Facilitate rapid information exchange and real time decision making, improving organisational responsiveness and enhancing the resident experience. Offers staff a visual indication of your status and availability on a range of devices – PC, mobile or desk phone.

## Gaining Efficiencies in ICT

On-premise, hybrid or cloud-based, cloud telephony systems can deliver enhanced productivity, management reporting and resident experience benefits to housing associations. It requires minimal-to-no on-site equipment, eliminating the need for equipment that requires valuable time from IT staff and space in your building.

# Reinventing The Resident Experience

Enhancing the resident experience isn't just another programme or initiative. It should be integral to everything the housing sector does. It's progress in digital transformation depends upon an investment in Unified Communication technologies as it can accelerate greater efficiencies and promotes the communication and interoperability so urgently needed. The housing sector must commit to the transformative power of this unique family of communication tools to help adapt to the modern age, personalising the resident experience, achieving value for money and creating a culture of mutual trust, respect and partnership.



# OPUS™

Opus is a customer-driven and results-oriented technology company that provides end to end communications, IT and managed print services, to private and public sector organisations across the UK and beyond.

Founded in 1992, our aim is to be the most successful independent technology partner in the UK. Our purpose is to enable enterprises to succeed and thrive by providing purpose driven technology, backed by caring personalised service.



This paper was built in partnership with GovNewsDirect. GovNewsDirect specialise in facilitating innovative and engaging partnerships between the private and public sector.

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# Features of Unified Communications

## Unified Collaboration

Benefit from tools that deliver seamless conversations, independent of channels and platforms.

## Cloud Based Telephony

Enable users to easily communicate in any workspace using any media, device or operating system.

## Microsoft Teams

Integrate existing solutions with Microsoft Teams for voice, video and contact centre solutions.

## Omni-channel Contact Centre Solutions

Benefit from enhanced citizen engagement, by allowing them to contact you via the channels of their choosing and automate repeat questions with chatbots and self-serve solutions.

## Mobility

Benefit from collaboration, video, voice and communication with contact centres, enjoying compatibility with multiple devices, apps and operating systems.

