



## MAILING MADE EASY THE INTEGRITY SOLUTION

### CLIENT

HOUSING & CARE PROVIDER

### NUMBER OF MAILINGS

100's EVERY DAY

### RESULTS

**£60,000** DIRECTLY ATTRIBUTABLE  
**COSTS SAVED**

**832 COLLEAGUE HOURS** REDEPLOYED  
ON CORE ADDED VALUE TASKS



INTRODUCED OUR OFFICE MAIL  
SOLUTION - CLARITY MAIL



BRAND CONSISTENCY



SECURE ONLINE PORTAL

### OVERVIEW

Our client is the largest provider of not-for-profit housing and care for older people in England, providing homes for more than 29,000 people.

They offer purpose built retirement properties and specialist care homes at over 1,000 locations across the country. From affordable housing for rent to luxury leasehold apartments, their retirement housing is designed to offer security, independence and peace of mind.

The client recognised that high quality written communication played an important part in delivering the required level of customer experience to their tenants. However the internal letter production process was time consuming and labour intensive, diverting colleagues away from dealing with customer enquiries. Valuable resource was being used to fulfil mundane but essential tasks and the lost productivity was impacting on their team's ability to meet customer service targets.

## THE INTEGRITY SOLUTION

Following a competitive tender our client selected Integrity's class-leading office mail solution, Clarity Mail. Working closely with the client IT Services Team we were able to deliver the project within four weeks from contract sign off, installing the Clarity print driver across multiple sites and delivering a number of user training workshops.

Ease of use and reliability of service were key project requirements and a measure of success has been the rapid adoption by staff of Clarity Mail. Letters can now be sent at the click of a button, improving response times to customer queries and allowing staff to focus on delivering high levels of customer service. A secure on-line portal allows the client to track letters through production and delivery, giving both transparency and an audit trail of activity.



## CLIENT BENEFITS

↓ **50%**  
REDUCTION IN  
LETTER COSTS

→ → →  
ON-BRAND  
CONSISTENCY

↑ **832**  
HOURS SAVED

### COST BENEFITS

As Clarity provides an automated one-click solution, the client has seen a significant reduction in costs. Clarity has delivered a 50% reduction in the cost of creating letters and the ability to send letters out same day.

### BRAND CONSISTENCY

All documents submitted through Clarity have total consistency of material and print quality keeping all letters on-brand. This was a key objective to the client's Communications team who had been frustrated by what they described as "home brew mailings" produced by remote workers or local site teams.

### STAFF TIME

The client has calculated that at least 832 colleague hours have been saved by adopting Clarity Mail, time which is now used to target improved customer service response times, a key business objective.

*Working with Integrity has allowed us to automate previously complex tasks and enabled contact centre staff to focus their time on meeting tenant needs.*

Tracey L, Contact Centre Manager

START SAVING WITH CLARITY MAIL TODAY

LET'S TALK



**INTEGRITY  
CONNECT**



+44 (0) 1761 409200



enquiries@integrity-connect.co.uk



[www.integrity-connect.co.uk](http://www.integrity-connect.co.uk)



Westfield Trading Estate,  
Midsomer Norton, Bath BA3 4BS.