



IMPROVING GAS SAFETY CERTIFICATION

CLIENT

CURO HOUSING

RESULTS

MISSED APPOINTMENTS **REDUCED
BY 25%**

INCREASED TENANT ENGAGEMENT

DELIVERED "BEST IN CLASS"
SAFETY CERTIFICATE



DAILY & WEEKLY REPORTING



HOURLY UPLOAD OF
XML FILES FROM ENGINEERS



CERTIFICATES EMAILED OR
PRINTED DAILY VIA CLARITY MAIL

OVERVIEW

Curo Group, the Bath based housing association with a portfolio of over 13,000 homes, has been a long standing client of Integrity Connect. The relationship has been built on trust, relying on the team at Connect to manage and deliver their critical tenant communications and to constantly review ways to streamline their current process.

Part of the Connect philosophy is to encourage clients to engage in "Challenge Us" workshops where we explore business issues they are facing and look at changes to communications that could deliver substantive improvements. A workshop with Curo led to a review of their Gas Safety communications as this was an area that was causing some significant issues to both the Gas Safety team and the Contact Centre.

Curo arrange over 12,000 gas safety inspections every year. There was a high level of missed appointments, a requirement to re-key their engineers site inspection reports, safety certificate design was inhibited by internal IT constraints and there was a long lead time between appointments and issuing of certificates creating additional contact centre traffic.

THE INTEGRITY CONNECT SOLUTION

The Connect team proposed a two-stage solution.

Stage One was to tackle the high level of missed appointments through a communication re-design that would create greater tenant engagement. A new one-piece mailer was designed that was produced as a white paper solution, allowing all content to be fully variable. This allows Curo's Communications Team to create seasonal campaigns or update messaging quickly and cost effectively.

The design contained a number of very clear and obvious calls to action for tenants, giving great prominence to the appointment time and straightforward messages to confirm or re-book through the MyCuro App.

Data input into the new design was fully automated with an upload to the Connect SFTP site enabling Curo to easily trigger the weekly print file with no manual input required.

Stage Two of the solution involved creating a fully automated workflow to manage the creation and issuance of certificates through both electronic and postal mediums.

The Connect team now receive hourly uploads of XML files direct from Curo's safety engineer's tablets to our secure server. There is an electronic handshake of data that includes a number of error checking routines.



The error checking includes a process to identify readings outside of agreed ranges or missing data inputs and any identified errors are immediately reported back to Curo for correction. It also ensures that all issued certificates are 100% accurate.

Files that pass the error checking procedures are then routed to tenant output preferences, email or hard copy, that are flagged in the data. A PDF of the certificate is created automatically and then emailed direct to the tenant or ingested into the daily Clarity Mail print file for same day print and posting. This has seen a significant reduction in lead time from visit to certificate issuance and a corresponding reduction in contact centre traffic.

There is a monitoring process of outbound emails that identifies undeliverable emails that are then re-routed to the print stream. In addition the letter that is sent with the certificate is then automatically amended to request an updated email from the tenant.

OUTCOME

↓ **25%**
REDUCTION
IN MISSED
APPOINTMENTS

★ ★ ★
'BEST IN CLASS'
GAS SAFETY
CERTIFICATE

STAGE ONE

The new look appointment letters began mailing in mid 2020 and since their introduction there has been a 25% reduction in missed appointments.

STAGE TWO

The configuration of the data and print files has allowed Curo to design what they consider to be a "Best in Class" Gas Safety certificate. All PDFs created, whether for e-delivery or mail are uploaded back into Curo's housing management system. Curo also benefit from daily and weekly activity reporting, highlighting activity around emails, undeliverables and mailing activity.

" Working with Connect we have been able to deliver a best in class service for our tenants. Their knowledge and experience of the housing sector has been invaluable in helping build a solution that absolutely meets our particular requirements.

Emma Matthias, Project Manager for Curo

WHY NOT CHALLENGE US? **LET'S TALK**



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