**Housing / Public sector**

# Modernising tenant communications for Aster Housing

## Aster Housing - Social housing provider

Contract value: Confidential          Start date: Spring 2025          **Case study**

## Background

Aster Housing, a major provider of affordable homes across the South of England, has worked in partnership with Integrity Connect for over a decade. For the past 10 years, Aster relied on Integrity's Clarity Mail platform to manage its bulk tenant communications – including service charge statements, rent reviews, and other critical mailings.

In 2025, Aster took the next step in its digital transformation journey by upgrading to Clarity Connect, Integrity's next-generation hybrid mail solution – building on a strong foundation of trust, performance, and proven service delivery.

## Discovery and integration

Having already embedded Integrity's hybrid mail into key workflows, Aster was looking for a modernised platform that could offer improved usability, scalability, and efficiency. The Clarity Connect upgrade delivered exactly that, with enhancements in user experience, document tracking, and integration capabilities.

Crucially, the new platform was deployed to over 1,000 users across the organisation through Single Sign-On (SSO) – enabling seamless access with enhanced security and minimal disruption.

## Scope of work

The upgraded service continues to support Aster's high-volume, business-critical communications, including:

Daily correspondence with tenants (around 2,000 letters per day)

- Annual rent reviews and service charge statements
- Statutory and regulatory notices
- Ad hoc and campaign communications

All outputs are routed to Integrity's secure production facility for automated print, pack, and post – ensuring consistent delivery and compliance.

## Hybrid mail in action

Clarity Connect brings a range of enhancements over its predecessor while maintaining the reliability Aster has come to expect:

- Modern user interface for faster, more intuitive document submission
- Improved document management and real-time tracking
- Automated routing of files to high-speed digital print and fulfilment lines
- Postage optimisation via DSA discounts

Staff can now generate and submit letters from their desktops without the burden of printing or handling physical mail internally.

## Service and account management

Aster continues to benefit from a dedicated Integrity account management team, who have worked closely with them throughout the upgrade – from early planning to full rollout.

The longstanding relationship, coupled with proactive support and transparent communication, ensured a smooth transition and sustained confidence in the service.

## Getting in touch

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**Correspondence Lead Annie Allkins said:**

*"Integrity Print provide Aster Group sustained confidence in their ability to provide a consistently excellent mailing service."*

## Outcome

The move to Clarity Connect has delivered tangible improvements:

- Faster, more efficient processes for tenant mailings
- Continued cost savings through bulk postage discounts
- Scalable deployment to over 1,000 users with secure SSO
- Improved features without sacrificing reliability
- Trusted continuity, backed by over 10 years of partnership

With Clarity Connect, Aster is now positioned to handle tenant communications with greater agility and assurance – building on its long-term investment in digital efficiency.

## Why it worked

- 10+ year trusted relationship with Integrity Connect
- Seamless transition from legacy Clarity Mail to Clarity Connect
- Enhanced hybrid mail platform with modern capabilities
- Secure SSO access for over 1,000 users
- Dedicated support team with deep sector understanding

Integrity Connect is proud to support Aster Housing in delivering critical tenant communications – reliably, securely, and more efficiently than ever.