



## Customer Profile:

Housing Association

## Website:

<https://www.soha.co.uk/>

## Location:

Oxfordshire, UK

## Business Need:

Deliver continuous improvement in operational performance, contract management and customer satisfaction while reducing complaint calls

## Nexidia Solution:

- Nexidia AutoFinder

## The Impact:

- Reduce complaint calls by 54% from Nexidia AutoFinder insights
- Improve training
- Tightening contractor management

## On The Nexidia Solution

“Our mission is to continually improve and Nexidia AudioFinder is playing a big part in helping us to achieve and sustain this important goal!”

Maureen Adams ,Director of Customer Services and Operations, Soha Housing Ltd

# Insightful Speech Analytics: Reduced Complaints & Improved Agent Performance

## About Soha

Soha Housing Ltd is a successful community-based social housing provider working in and around south Oxfordshire in the UK, where it provides 6,500 affordable homes to more than 10,000 residents. At the heart of its operations is an 11-strong team of multi-skilled contact centre agents, located at the Soha Housing head-office in Didcot, who between them handle approximately 8,000 inbound calls per month.

## The Challenge

The organisation has an impressive track record in the implementation of initiatives that deliver continuous improvement in operational performance, contract management and customer satisfaction, such as a recent project which resulted in a significant reduction in complaint calls. To take the performance of its contact centre to the next level, Soha Housing were attracted to the benefits of interaction analytics and the Nexidia AutoFinder solution from Nexidia, a NICE Analytics company.

Director of Customer Services and Operations, Maureen Adams states: “We had been doing a lot of work around calls that are one-off occurrences, recurring issues or ongoing trends. Consequently, we could instantly see how access to the insight Nexidia offers through Nexidia AutoFinder, would enable us to tap directly in to any issue our residents call us about, unpack the root causes and take the appropriate course of action.”

## The Solution

Today, Soha Housing is capturing 100% of its voice interactions and uses Nexidia AutoFinder to quickly set-up and run searches on upwards of 35,000 calls, drilling down in granular detail to uncover insight in to the wide variety of reasons tenants are calling. These insights are being fed back across all levels of the organisation to inform the 100s of small changes it makes, as well as bigger strategic decisions.

Adams observes: “The system helps us to understand not only what is being said, but how it is being conveyed. Understanding emotion is so important and Nexidia AutoFinder helps us to be far more empathetic when giving and receiving information.”

One issue Nexidia AutoFinder revealed was ground maintenance, as Adams explains: “Overgrown grass may seem a minor issue but it can have a big impact on how a property is presented, crime levels, and letting success rates. So, we immediately started using the system to search, retrieve and replay calls where residents had reported that a contractor had not shown up, or an area was not looking at its best.”

As a direct result of this insight, the team was able to implement weekly checks during the growing season. “We have been able to reduce call volumes regarding this issue, as we are identifying and addressing overgrown areas before our tenants need to call us,” adds Adams.

In the past it often took a while for the Soha team to become aware of such an issue, where a contract had started to lose its momentum. However, now they are able to identify the issue quickly. Further more, the evidence from these calls is used to resolve contractor disputes.

## The Benefits

Tightening contract management has been one of many significant rewards of implementing Nexidia AutoFinder, as changing contractors is an expensive process, and their performance reflects upon the Soha Housing brand. An added benefit is that its contractors have responded very positively, as they value the quality of feedback being provided to them. Adam states: “It helps them to stay on top of their service level to us, and that means we get value for money. Every small change can have a big impact. For example, the insights we gain from Nexidia AutoFinder has been a key element in enabling us to reduce complaint calls by 54%”

What is more, with agents spending less time ‘fire-fighting’ and handling fewer complaints they are able to dedicate more time to spend with callers who really need the help, as well as sharing their insight with the rest of the organisation.

Adams observes: “Our agents know more about the organisation and our tenants than anyone else. If one of them flags an issue we will run it through Nexidia AutoFinder and within minutes have an accurate picture of the situation and if action is required.” A great example of is the agent inspired initiative to start making proactive outbound courtesy calls to tenants, making sure they are happy and asking questions as part of a short survey.

Adams concludes: “Our mission is to continually improve and Nexidia AudioFinder is playing a big part in helping us to achieve and sustain this important goal.”

## About Nexidia, a NICE Analytics Company

Nexidia Inc., a wholly-owned subsidiary of NICE Ltd, is the worldwide leader in customer interaction analytics that empower organizations to transform their business by capturing and analyzing 100% of customer communications. Nexidia's patented technologies, breakthrough applications, and service expertise help organizations synthesize structured and unstructured data into actionable insights in order to make smarter decisions and operationalize improvements. Headquartered in Atlanta, GA, Nexidia supports organizations globally with additional representation throughout North America, Europe and Asia.

[www.nexidia.com](http://www.nexidia.com)

## About NICE

NICE (Nasdaq: NICE) is the worldwide leading provider of both cloud and on-premise enterprise software solutions that empower organizations to make smarter decisions based on advanced analytics of structured and unstructured data. NICE helps organizations of all sizes deliver better customer service, ensure compliance, combat fraud and safeguard citizens. Over 22,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies, are using NICE solutions.

[www.nice.com](http://www.nice.com)