



Customer Case Study

Waardwonen

For this customer case study we spoke with Edwin Mennes (I&A Advisor) and Tinus Juurlink (Interim Customer Contact Coordinator) at Waardwonen. How do you organize insight into customer contact and what challenges do you face when doing so?

This customer case study provides more information about working with Unexus and Microsoft Azure/Entra and how to achieve results fast thanks to more insight and a clear, organized platform. Keep reading to find out more!



About Waardwonen

Waardwonen, located in Huissen, Gelderland, is a housing corporation that provides accommodations to almost 4,000 households in Lingewaard and Berg en Dal. For all these renters, Waardwonen wants to ensure a comfortable living space where they can be themselves. A space that is safe and trusted in a nice neighborhood, where people live in harmony with each other.

Background

As a customer-oriented organization, Waardwonen is always looking for ways to improve customer contact. The main wish of Edwin Mennes, I&A Coordinator at Waardwonen, was for all business applications at Waardwonen to link to one location in Azure/Active Directory. It also had to be possible to link the applications to each other.

Telephony and integration of various customer contact applications into one customer contact platform was clearly a big part of this.





Discharge meeting
with Wim and Maurice of Unexus

But the telephony platform that Waardwonen was using did not meet these criteria. Even though it was a cloud solution, it still had quite a few disadvantages. Edwin: “With our previous application you needed a lot of screens to do the same work as in Unexus. There was also zero insight: each number we saw only raised more questions. And we couldn’t link to anything.” This certainly didn’t improve the company’s overview of business processes and applications.

What’s more, Waardwonen wanted to approach their customer contact strategy based on the customer vision. Waardwonen’s customer vision is for 80% of the first-line demand to be handled by customer service and 20% handled by the back office. Everything is focused on increasing customer satisfaction. Working in a uniform manner is very important in this regard. A correct overview of your applications – and hence an overview of your processes and insight into your data – is necessary in order to work uniformly and have the necessary

This is why Waardwonen opted for the Unexus solutions.

- Unexus Connect omnichannel platform
- Telephony for mobile numbers; fixed telephony is no longer necessary
- Integration with Microsoft Teams
- Integration with the calendar
- Summons of the in-house emergency service
- Automated opening of the customer card in Itris ViewPoint



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What I like about Unexus is that it gives you tools. When you detect something, you can easily check whether it's right and then assess. This allows you to experiment with your strategy and vision. The program is also very intuitive. There's a lot to delve into.

- Tinus Juurlink – Interim Customer Contact Coordinator

Results

Thanks to the new platform, Waardwonen now has more insight and they can work on improving customer satisfaction in a targeted manner. Edwin: "Because we had insight into the amount of customer contact, we could also temporarily focus on more people. We ultimately found out that there was a lot of repeated contact. Once we'd eliminated the backlog, we saw that the number of phone calls decreased. This is a clear effect of having more insight for us: more insight into why people are calling and how you can deal with this as a team in terms of staffing."

Building team spirit and having a good overview and a common goal are also important from the customer vision perspective. In this vein, the CCC is also working on interviewing techniques, coaching and aggression management, for example. Waardwonen tracks all progress with KPIs, and the day's real-time data can also be followed on the Unexus Dashboard. This is great for the Team's

Top 4 wishes for the new platform

1. One platform with few screens
2. Good telephone switchboard
3. A stable platform
4. Partnership and "continuous delivery" in order to always stay up-to-date

Top 3 results

1. We read out the FCR (First Call Response), which is currently showing a good score. We're doing really well in this respect, and this in turn is encouraging us to add improvements.
2. We're in control as an organization because the system connects to Microsoft Azure. We are now able to enter everything in one place, and the rest goes by itself.
3. You can see which agents are active, even when they're working from home. It's teamwork even if you don't always see your team. The Dashboard certainly helps with this.





Desk

Waardwonen

Wishes for the future

Edwin sees even more opportunities for adding channels over time. "But because we're currently in the middle of a transition regarding ERP, our team is incredibly busy. But possibly WebChat or email is definitely an option for us in the future. They are also going to work with us to create a customized report that can show the organization's most important KPIs.

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I'm in love with the product. I was already in love with it at Vivare and now I still am at Waardwonen. It's very clear and you have immediate insight..

– **Edwin Mennes**, I&A Advisor



About Unexus

**We develop intelligent omnichannel contact solutions:
always available, reachable and constantly on the move!**

We are a passionate organization that develops customer contact solutions to help your organization operate better and in a more customer-friendly manner. Unexus has provided and maintained communication solutions for companies for over a decade. Good availability and optimal customer service are key words in this regard.

UNEXUS
CONTACT SOLUTIONS

About Unexus

Unexus Connect is an omnichannel communications platform that connects, unites and routes all customer contact channels. Guaranteeing optimal customer contact is possible thanks to intelligent software and connections with your customer systems. This makes it much easier to see and monitor your employees' availability, thereby increasing the efficiency of the customer contact center. What's more, Unexus Connect is scalable, can be applied anywhere and can be customized to your organization's needs.

More information?

Would you like a demo or more information with no obligation? We will be glad to brainstorm the options with you.

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