

case study



Goodbye to job carding at Homezone

LICHFIELD based Homezone Housing is enjoying an unprecedented level of customer satisfaction after implementing Xmbrace appointments software OPTI-TIME.



Key Points

- Number of properties maintained - 4,500
- Responsive repairs spend - 1.8 million
- % @ decent homes - 96%
- Number of responsive orders a year - 14,000
- Size of geographical area - 30 sq m
- % appointed / kept - 95%

The RSL, with a housing stock of 4,500, incorporated OPTI-TIME in March 2006, having previously run on a purely manual system, and now plan to move towards mobile.

Said David Yeomans, Repairs Manager for Homezone: "We operate by choice in a more traditional fashion to many RSL's, so we chose OPTI-TIME to improve customer satisfaction by concentrating on delivery of our physical service."



"We bought into the system as it is so versatile. I know that I could take it to any different business and use it in a completely different way to how we use it, and it would still be effective."

"People can be wary of whole scale change, but this system is versatile enough to allow us to change our practices incrementally if we choose, while still improving our systems if we don't."

Direct Works

Homezone needed an electronic appointments system to improve efficiency and limit paper chasing. The organisation has 24 operatives in their Direct Works Team who carry out all day

to day and void property work. Twelve work on responsive repairs, 10 work on voids and two are electrical sub-contractors.

Said David: "The beauty of this system is that we didn't have to make our operatives go the full hog into mobile working; we can implement it in stages. But we really needed to get our appointments system up and running quickly and this is what we have achieved."

"OPTI-TIME is flexible and organic and can grow with our business, and yet we have already seen a huge decrease in carded jobs - so much so that we have boxes of unused cards in our office and have reduced our printing costs in consequence!"

Real-Time Appointments

Carding a job then cancelling it is not a corporate objective for Homezone, who prefer to

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David Yeomans
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ring the householder while the operative is still present at the property to come to a suitable appointment arrangement. OPTI-TIME allows them to hold this new appointment in the



electronic system then re-contract the job before it runs out of time.

Said David: "This is not a function we could feasibly perform manually so OPTI-TIME has made a great difference to what we are trying

to achieve. We have even rolled the appointments system out to include surveyors now!"

The benefits of OPTI-TIME in a smaller organisation such as Homezone are not as easily measured as in larger organisations because of the economies of scale, but David firmly believes the system has revolutionised the way the RSL works.

Said David: "Our operatives are happier when they are working and know exactly what they are doing. The knock-on effect of implementing OPTI-TIME is not just greater customer satisfaction and appointments kept, or operational efficiency; it is knowing that our operatives are effectively employed, happy and productive."

Update: As of 31 March 2007, HomeZone will be a part of the Bromford Housing Group.



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