



# Achieving the vision: Building a modern customer experience hub for UK housing residents

## Background

Flagship is a leading affordable housing provider in the United Kingdom. It set out to modernize its customer service by transforming its traditional call center into a modern, tech-driven Customer Experience (CX) Hub.

Like many housing providers, Flagship was facing several common challenges: long wait times, high call volumes, and legacy systems that made personalization and operational efficiency difficult. Call center agents were often slowed by fragmented data and inconsistent processes. The organization also saw opportunities to improve key performance indicators like Average Handling Time (AHT), After-Call Work (ACW), and First Contact Resolution (FCR).

Addressing these issues was crucial for improving customer satisfaction, boosting team efficiency, and meeting regulatory requirements.

## The Vision

Flagship's vision was to create a Customer Service Hub that put the customer voice at the heart of every interaction. They aimed to deliver a single source of truth—a unified system where agents could easily access everything they needed to support residents across all service areas.

This meant removing data silos, streamlining operations, and building connected customer journeys. The focus was on driving meaningful change through feedback, improving first-time resolution, and supporting residents with timely, personal service.

Following a successful tender process via the U.K. government's G-Cloud procurement framework, Flagship partnered with TTEC Digital to deliver this vision. The solution was built on Microsoft Dynamics 365 Contact Center, selected for its flexibility, innovation, and ability to support omnichannel engagement.

## The Challenge

Flagship knew that implementing a Contact Center as a Service (CCaaS) and Customer Relationship Management (CRM) platform was only part of the solution. More importantly, they needed a partner who could help transform how their services operated day-to-day.

TTEC Digital stood out for its deep expertise in CX strategy and service design, as well as its proven track record with Microsoft Dynamics 365 Contact Center.

Together, they focused on several areas:

**Call center operations:** Long queue times and inefficient workflows were impacting both residents and staff.

**Personalization:** The legacy setup limited the ability to deliver personalized service.

**Operational efficiency:** High AHT and significant ACW were affecting productivity.

**Data visibility:** Siloed systems and inconsistent data made it hard to manage service demand effectively.

## The Solution and Results

TTEC Digital began by running an 'Art of the Possible' assessment with Microsoft. After a contact center assessment, TTEC Digital ran a series of workshops and operational reviews, they mapped out existing processes, pain points, and gaps in the customer journey.

They also carried out a technical evaluation of the telephony architecture to plan the migration. As part of a proof of concept (PoC), TTEC Digital developed a prototype of the Microsoft Dynamics 365 Contact Center platform—including Voice, Interactive Voice Response (IVR), and Chatbot functionality. This allowed Flagship to test key journeys in a sandbox environment and refine the solution before going live.

The final implementation delivered a Minimum Viable Product (MVP) focused on a true omnichannel experience, which included:

- Voice, live chat, and email communication channels
- A unified desktop for agents to access all tools in one place
- Intelligent IVR and call routing based on a skills matrix
- Real-time transcription, AI-powered sentiment analysis, and agent assist tools
- Auto case creation and reporting to monitor and manage service demand .

### The results were immediate on Day 1:

- 65% improvement in Average Queue Time (AQT)
- 96.3% of calls answered
- 89% of calls answered within 60 seconds
- 20% reduction in Average Handling Time (AHT)
- 39% reduction in After-Call Work (ACW)

## Recent Key Measurables:

- 85% resolved at First Point of Contact (up from 75%)
- 40 seconds Average Speed to Answer (from 93 seconds)
- 2.31% Call Abandonment Rate (reduced from 5% at launch)
- 38% improved Average Handle Time
- 60% improved wrap up time
- 82.1% answered within 60 seconds (from 65.4%)
- CSAT: consistently over 91%
- 3.31% Transfer Rate (from 5.84%)

Just the AHT equates to c.1.2M minutes saved per year. A potential £380K saving in year one and a five-year technological ROI of c.£2M (980% ROI).



## Conclusion

Flagship's partnership with TTEC Digital and Microsoft delivered a step change in how it supports residents. By creating a Customer Hub that unified systems and services, they were able to deliver faster, more effective, and more personalized support.

This transformation directly supports Flagship's core purpose of enabling people to thrive—by improving the quality, speed, and empathy of every customer interaction. By putting the customer voice at the heart of service design, Flagship is ensuring that residents feel heard, supported, and empowered in their everyday lives.

From day one, the results spoke for themselves: reduced wait times, better call outcomes, and more empowered agents. The new platform not only improved service delivery but created a foundation for continuous innovation in how Flagship meets the needs of its residents.

This case shows the power of combining strategic thinking, expert partners, and modern tools to deliver a truly transformed customer experience.

## About TTEC Digital

*TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes. Learn more at [ttecdigital.com](https://ttecdigital.com).*