

Connecting Bromford with its customers for greater two-way engagement.

Bromford is one of the largest housing associations in the country with more than 110,000 residents in 47,000 homes spread across central and south west England. Its team of over 1,700 people are focused on providing warm, safe and secure homes and nurturing relationships with customers to improve their lives and build thriving communities.

Alertacall has enjoyed a close working relationship with Bromford since 2016, helping them to maintain two-way engagement with residents and keep them safe, connected and informed. Bromford turned to Alertacall to help them deliver their desire to increase two-way engagement with residents even further in 2024.

"The service Alertacall is providing gives a lot of freedom and choice to our customers.

"It is incredibly user-friendly and gives people a wider range of options for how they engage with us as a housing provider, helping us to maintain greater contact with them and fulfil our purpose to help people live happy, fulfilled and comfortable lives. It gives our residents peace of mind and reassurance that they can get the help they need when they need it.

"The team at Alertacall couldn't be more accommodating and make every effort to work with us to solve any problems and ensure we get the best from the service that we possibly can. We have always had a great working relationship with Alertacall and we are looking forward to it staying that way for a long time to come."

**Kevin Bennett
Director of Localities and
Customer Contact
Bromford**



Bromford.

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The Challenge

As an organisation that puts customer relationships and service at the centre of what it does, Bromford are always looking for ways to enhance contact with residents and widen its offer.

The team are committed to communicating with customers as effectively and efficiently as possible, while also meeting the requirements of the Social Housing Regulator for greater two-way engagement.

They wanted a solution that was easy to use and convenient to install, which would let them stay in touch with tenants to ensure everything was OK in their homes, understand when the customer might be away and to increase customer engagement.

As some schemes do not have staff on site every day, it was important to be able to have contact throughout the week, and at the weekends, to identify any customers who have issues with their homes or welfare needs.

Alertacall's **Housing Proactive** is the ideal solution, enabling Bromford to send important housing updates to customers individually and as a group, easily and instantly.

Solution Installed



Touchscreen Device



Daily Contact



Message Landlord



My Account



Repairs Reporting



Tenant Surveys



Callback Service



ASB Reporting



Receive Messages



How did Alertacall help?

Alertacall's Housing Proactive Solution

Alertacall is providing **Housing Proactive** delivered via an intuitive, portable touchscreen, to 2,500 of Bromford's customers at around 100 housing schemes in the West Midlands and South West.

The touchscreen allows customers to send messages to Bromford quickly and easily, while also receiving important updates and news in return. They are able to report the need for repairs or any other issues such as damp and mould. The touchscreen can also be used to collect Tenant Satisfaction Measures, an essential component for maintaining high-quality housing, and part of the Social Housing Regulator's requirements.

Housing Proactive also includes Alertacall's optional OK Each Day service, which enables regular contact with customers in a way which is convenient for them. Residents also have multiple options for how they communicate with their housing provider - whether it is via text, call or using a digital application.

The touchscreens have been developed to be easy to use for older and vulnerable people especially those who may not be used to using smartphones or other digital devices.



**It's very user-friendly.
I would recommend
Alertacall, it makes
me feel secure and safe.**

**It's a brilliant system
and gives me peace of mind.**

**Resident of Bromford's
Barton Court**

They work using multi-network SIM cards and are easily connected to mains power in the most convenient location in people's homes, without the need for extra wiring. Each resident is given their own portable touchscreen, which they can use from the comfort of their armchair, meaning it is much more likely they will use it than a device attached to the wall. The touchscreens can also be adapted over time to integrate with new technological developments introduced by Bromford, and provide an ongoing service to customers.

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Working Together

The Alertacall team delivered a series of presentations to Bromford's staff to ensure they were fully trained on **Housing Proactive** and how they can maximise the benefits for the organisation and their residents. These not only involved frontline teams, but also representatives from other departments, so they could gain an insight into the wider opportunities that **Housing Proactive** can offer across Bromford as a whole.

The Alertacall team also spent time presenting to customers in all of the schemes where the service is being provided. Residents were particularly excited about the flexibility of the service and the ability to report repairs online rather than having to wait on the phone. Our friendly installers visited each home individually to set up the touchscreen and guide people through using all the features to help them engage with Bromford and get the best from the service.

It is obvious that Bromford puts customers at the heart of what they do and is always striving to do more. They are fantastic to work with and keen to understand how best to use Alertacall's products and services to improve the lives of residents, while also leading the way in meeting regulatory demands. The team are focused on finding practical, efficient and long-term solutions to meet people's needs and take a proactive and down-to-earth approach to implementing them as effectively as possible.

We are looking forward to continuing to work with Bromford to make the most of all the benefits Alertacall can provide for many years to come, including the introduction of the anti-social behaviour reporting app, and enabling residents to access to their customer portal.



Bromford.

To find out more about how Alertacall can help your organisation email:
contact@alertacall.com

"The Alertacall System is incredibly user-friendly for customers. It does everything that it says it's going to do, and the Alertacall team just couldn't be more accommodating. They'll go to the end of the world to solve problems for us.

It gives us, as the provider, peace of mind, but also, it's always been an amazing relationship and their staff are just lovely.

What more could we want than that?"

**Helen Shields,
Head of Retirement
Living &
Support**

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