



Wheatley Group streamline services and improve support for vulnerable tenants with Civica MultiVue



Wheatley Group is the leading force in housing, regeneration and care in Scotland. Owning or managing over 79,100 homes and delivering award-winning services to over 200,000 people, Wheatley’s social housing division focuses on providing housing for low-income and vulnerable populations.

The Group comprises of 11 partner organisations: 6 Registered Social Landlords, including Glasgow Housing Association (GHA), Scotland’s largest social landlord; YourPlace Property Management – Scotland’s feel good factor for 30,000 customers; Lowther Homes – over 1,600 full and mid-market rental properties and services; Loretto Care – providing care and support to over 3,000 people.

The Group works with partners like Glasgow City Council, the Scottish Government, Police Scotland, the NHS, and others to deliver their mission of making homes and lives better.

Bringing disparate information together

When Wheatley partnered with Civica in 2014, they were looking for a way to take fragmented, disparate data from various back-end systems and pull it together to form a “golden view” of each of the tenants they serve.

Before they began using a CRM platform and Civica’s MultiVue master data management platform, there was no way to bring partial information about current or prospective tenants together to create a single, trustworthy view of each tenant.

In addition, much of the data they did have was duplicate information. This led to both inefficient business operations and customer service to their tenants.

“There was no clear picture of our customers,” says Stuart McVicar, IT Enterprise Application and Integration Manager at Wheatley Group.

Outcomes

- ▶ Consolidated disparate systems to remove duplication and improve data accuracy
- ▶ Created one ‘golden record’ for each tenant
- ▶ Real-time sharing and updating of information across departments and partner organisations
- ▶ Improved payment and arrears management
- ▶ Pro-active alerts improving tenant and property safety across 79,100 homes
- ▶ Streamlined service delivery and improved interactions with over 200,000 customers across Scotland
- ▶ Earlier interventions to deliver better outcomes for vulnerable tenants

Strong foundation for future innovations



Improved outcomes for vulnerable tenants



Increased customer satisfaction



"We'd have multiple customers, who would appear as applicants, current tenants, former tenants, and commercial customers for factoring [property management]." explains Stuart.

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Better business outcomes & streamlined services

The Wheatley Group signed on to implement Civica's MultiVue solution to merge and match data, eliminating duplicates and creating a "golden view" of each tenant.

They also implemented the MultiVue Share module, which incorporates new tenant information into the golden record in real-time, then shares and updates that information across whichever departments Wheatley Group determines necessary.

Since the implementation, Wheatley Group has been able to make changes to several of its business operations, resulting in tangible benefits to both their staff members and the tenants they serve. Some use cases include:

- ▶ **Alerts for staff & customers** - Having a complete view of each tenant enables staff to provide better, pro-active support for tenants. This information allows for alerts in the system that are tied to a particular tenant or property. Such alerts include important information across repairs, appointments and future events such as gas servicing and home visits. This information helps staff be prepared to deliver the right services in the right way while keeping everyone safe.
- ▶ **Payment management** - The golden view also enables staff to understand tenant payment history and support tenant payment journeys, including arrears management. MultiVue also supports complete tenant record integration with Group rent management processes.
- ▶ **Earlier interventions** - MultiVue empowers staff to view not only payments from a tenant's current property, but their journey from one property to the next over time and other relationships across the services delivered to tenants. Staff can then refer the tenant to internal Group support and additional social services as needed, intervening before homelessness occurs. Without a complete view of the tenant journey, such opportunities for social intervention could easily be overlooked.

Looking to the future

As Wheatley Group and its tenants continue to see the benefits of master data management, they continue to look toward the future and innovate new ways for MultiVue to improve their business.

The MyHousing project, launched in August 2018, is a new system for potential customers to apply for housing. Whilst the previous application system was separate from other departments, MyHousing uses Civica MultiVue to connect that application information with the golden record, matching and merging with any data already in the system. This enables staff to see whether the applicant is brand new to Wheatley Group or has applied or lived in other properties in the past.

Also launched is the GoMobile project, which allows housing officers to access all the data in the golden record while they are out on the properties and in the community.

"The GoMobile iPad application allows our staff to be even more responsive to customers' needs in real-time," says McVicar. "When they interact with customers, our staff are able to make appointments, review payment plans, and access tenant data, which improves our services and leads to customer satisfaction."

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"It works for us because it supports multiple dimensions of our business, from people to properties and results were achieved quickly and are being built upon as we make further benefit from our relationship with Civica." explains Lewis.