

# Customer service that works

Wheatley's contact centre was struggling. Content Guru introduced a smarter, faster cloud system. Calls were handled better, wait times dropped, and satisfaction soared. This was more than just tech; it was about shared values. It focused on helping people, supporting communities, and creating something lasting.



When **Wheatley Housing** and **Content Guru** first started working together, it wasn't just about upgrading a phone system. Wheatley, Scotland's largest housing, care, and property management group, had a clear goal: to make life easier for its customers. They needed a system that worked for them—not one they had to work around. And that's where Content Guru came in.

Wheatley supports around 200,000 customers, many of whom live in some of Scotland's most deprived areas. Their Customer First Centre manages over a million interactions each year. They handle everything from housing repairs to urgent social support. The old system, built on outdated on-premises technology, wasn't cutting it anymore. It was unreliable, slow to adapt, and left customers waiting at times when they needed help the most. They needed something better—something that wouldn't let them down when it mattered.

Enter Content Guru. They brought a cloud-based system that wasn't just reliable but scalable, flexible, and designed to grow with Wheatley's needs. More than that, they brought a team that didn't just sell software but worked side by side with Wheatley to make sure it was the right fit. Monthly drop-in sessions and strategy talks helped us focus on Wheatley's real needs. This turned our connection into more than a supplier-client relationship. It became a genuine partnership.

The impact was immediate. Moving to the new platform helped Wheatley handle calls better. The flexibility of the platform resulted in customers being routed to the right person more quickly, with overflows that meant when demand surged, whether due to a crisis or a sudden influx of repair requests by bad weather, the system adapted instantly. The introduction of AI-driven solutions is forefront of the work currently being undertaken, with better routing and improved performance across delivery and quality metrics. Gone were the days of frustrating downtime. Staff had the tools they needed, and customers got the support they deserved. But the partnership went beyond just technology. Content Guru didn't stop at improving the contact centre. They wanted to make a real difference,

and that meant supporting Wheatley's wider mission. They donated to the Wheatley Foundation. The funds help young people get jobs, support families in need, and provide children with books through through a partnership with the Dolly Parton Imagination Library. They welcomed students supported by Wheatley into their office. They shared insights about the tech industry and career paths the students may not have thought of before.

Of course, it wasn't all smooth sailing. Wheatley faced technical challenges. They had to fix configuration issues, set up all 120 sites correctly, and ensure the team received proper training. But when problems came up, they tackled them together. Open, honest conversations meant nothing was left to fester. If something wasn't working, they fixed it. If a new challenge cropped up, they found a way through it. That trust and transparency were what made this partnership different.

The results speak for themselves. Call resolution rates have soared. Customer satisfaction is at an all-time high, and frontline staff feel more confident in helping customers right away. And beyond the numbers, there's something even more important—a shared understanding that this isn't just about technology, it's about people. Content Guru didn't just provide a solution; they became part of Wheatley's journey, working with them every step of the way.

For others looking to build better partnerships, there's a lot to learn from this story. First, technology alone isn't the answer—it's how you implement it and who you work with that makes the difference. Second, relationships matter. Having a supplier who listens, adapts, and genuinely cares about your goals turns a good project into a great one. Success isn't only about solving problems. It's also about looking ahead, finding better ways to improve, and being ready to adapt when things change. Content Guru and Wheatley set out to solve a contact centre challenge. What they built was something much bigger—a partnership that's improving lives, one call at a time.