**FINAL | The Property Ombudsman Case Study**

**Enhanced Consumer Accessibility at The Property Ombudsman**

***The Challenge***

As one of only three compulsory redress schemes in the UK designed to provide independent conflict resolution across the residential property industry, The Property Ombudsman (TPO) currently receives between 14,000 and 16,000 enquiries every year. Around a quarter of these generates a complex complaint requiring formal review.

More recently, TPO has seen a rise in the level of complaints from consumers – with the number of enquiries directed to its team increasing by 27% across the first quarter of 2017 alone.

Ombudsman, Katrine Sporle, commented: *“We recognised that with more of customers getting in touch and in an increasingly digital world, there was a pressing need to ensure that consumers could have their concerns responded to quickly and efficiently. The onus was not just on maintaining the very highest levels of customer service, but on maximising all opportunities for early resolutions.”*

***The Solution***

TPO undertook an initial three-month pilot with Yomdel’s live chat, which subsequently saw more than 3,500 enquiries successfully handled.

Following this hugely positive preliminary project, TPO formally agreed an ongoing partnership in September 2017 with Yomdel, and the team now provides its 24/7 intelligent managed live chat service to individuals across the whole of the UK and overseas seeking independent dispute advice and resolution via TPO’s website.

***The Impact***

The decision to partner with Yomdel for the provision of an online help facility has been significant for The Property Ombudsman, enabling it to operate 24/7, and to more people, in turn encouraging resolution of any potential issues before they escalate.

Katrine Sporle said: *“This is a first-of-its-kind partnership for us. Yomdel has taken a complex subject and added focus and knowledge to create a bank of scripts with information-rich guidance, and this knowledge bank just keeps on growing.*

*“By providing visitors to our website with the opportunity to engage in real-time with highly knowledgeable operators 24 hours a day, 7 days a week, has helped us to manage a hidden demand from a difficult to reach group. We can now capture and service many more people than ever before. I’m really impressed with Yomdel.”*