

Clarion Housing Group

Launching Sales Offices Faster with Day One Connectivity

For our client:



CLARION
HOUSING GROUP





The Challenge

Delays in establishing reliable connectivity can impact the ability of sales teams to engage prospective buyers at a critical stage in a development launch.

For Latimer (Clarion's development arm), ensuring sales offices are operational from day one is essential to maintaining customer service standards, supporting marketing activity and maximising opportunities during key sales periods.

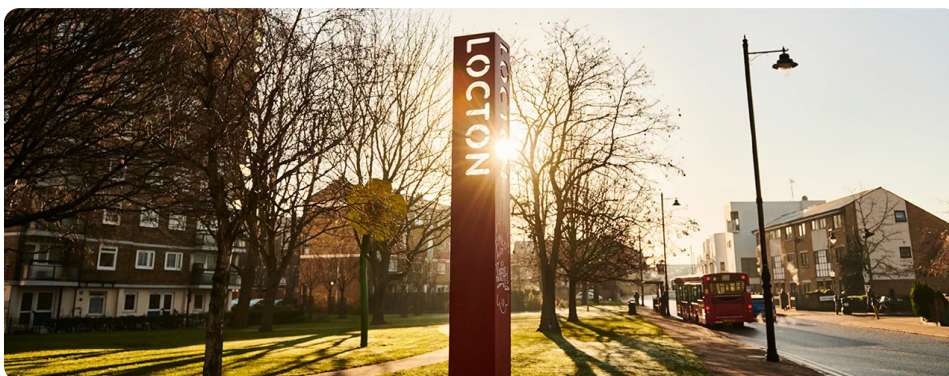
The ask was clear: Connectivity must be up and running on the very first day of a development opening, with minimal technical involvement from sales teams so they can focus on what matters.

About Clarion Housing Group

Clarion Housing Group is the UK's largest housing association, owning and managing more than 125,000 homes and supporting around 360,000 residents.

Its development arm, Latimer, delivers a wide range of new homes across the country, including private sale, shared ownership and affordable housing developments.

As new developments come to market, sales offices play a critical role in engaging prospective buyers, managing enquiries and supporting reservations from day one.



The Solution

UK Connect delivers a fully managed communications package to Latimer's sales offices, combining 5G Fixed Wireless Access (FWA) connectivity with cloud-based VoIP telephony services.

This combined solution provides everything required for a sales office to become operational quickly, without waiting for traditional fixed-line installation.

5G Fixed Wireless Access (FWA)

UK Connect provides enterprise-grade 5G Fixed Wireless Access that can be deployed rapidly.

The solution enables sales offices to become operational immediately, providing the connectivity required to support sales activity, customer enquiries and day-to-day operations from day one.

With installation and network optimisation managed by UK Connect, sales teams can focus entirely on serving prospective buyers from the moment a development opens.

Voice over IP Telephony (VoIP)

Reliable telephony is essential within a busy sales environment, ensuring prospective buyers can easily reach the right team when making enquiries.

Alongside a robust connectivity foundation, UK Connect's hosted VoIP solution provides professional, business-grade communications from day one, helping Latimer maintain a consistent customer experience across every development.

Features include:

- ✓ Business phone numbers active from day one
- ✓ Call forwarding and call routing
- ✓ Voicemail-to-email functionality
- ✓ Full UK coverage no matter where the development is

Handsets arrive pre-configured and ready for immediate use, removing the need for on-site technical expertise and ensuring a hassle-free experience for staff.

Teams simply connect and collaborate in the ways that work

best for them, through VoIP calls, conference calls, call recording, IVR systems, call reporting, and more.

VoIP also provides greater flexibility for staff working across multiple locations, ensuring calls are routed appropriately and buyers can easily reach the right team.

The result is a seamless communications experience for both sales teams and prospective buyers.

☐☐ Launching a sales office means creating opportunities from day one. With pre-configured connectivity and VoIP ready to use immediately, Latimer avoids installation delays and stays focused on engaging prospective buyers. ☐☐

Jon Rushton

Account Director,
UK Connect



The Outcome

Today, UK Connect supports multiple Latimer developments, helping sales teams become operational within days rather than waiting for traditional fixed-line installations.

By delivering connectivity and VoIP as a managed, pre-configured service, the result is a more agile approach to opening new sales suites.

Sales teams are able to engage prospective buyers immediately, marketing activity can begin without delay, and customers benefit from a consistent communications experience regardless of development location.



“Providing a positive buyer experience is important to us, and reliable communications from the outset play a key role. UK Connect’s connectivity and VoIP solution gets our sales offices running quickly and helps our teams deliver consistent, high-quality service.”

Gill Frost

Senior Development Marketing Manager (South),
Latimer by Clarion Housing Group

**New development launching?
Ensure you’re online from day one.**

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