



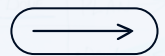
i4H



# **THE NEW ALL IN ONE ZOHU SOCIAL HOUSING CRM**



www.i4housing.org



# About Us

i4H is a specialist social housing consultancy dedicated to driving performance improvements and delivering transformation across the sector. We combine deep industry insight with advanced data analytics techniques to provide actionable business intelligence, ensuring that meaningful and measurable change is achieved.

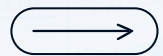
We are a well-established and trusted name in the social housing sector, known for our hands-on, strategic support that helps organisations improve data quality, optimise processes, and elevate performance. To date, we have identified over £70 million worth of potential savings across the sector and we continue to deliver results that matter.

## ZOHO CORPORATION

Zoho are a globally recognised software company known for its powerful suite of cloud-based business applications. Voted the No.1 CRM by Forbes for two consecutive years, Zoho has established itself as a leader in customer relationship management by delivering innovative, scalable, and user-friendly solutions. With operations in over 180 countries and more than 90 million users worldwide, Zoho, are the partner of choice for i4H. Together we are providing the U.K social housing sector with an innovative practical solution that will change the industry.

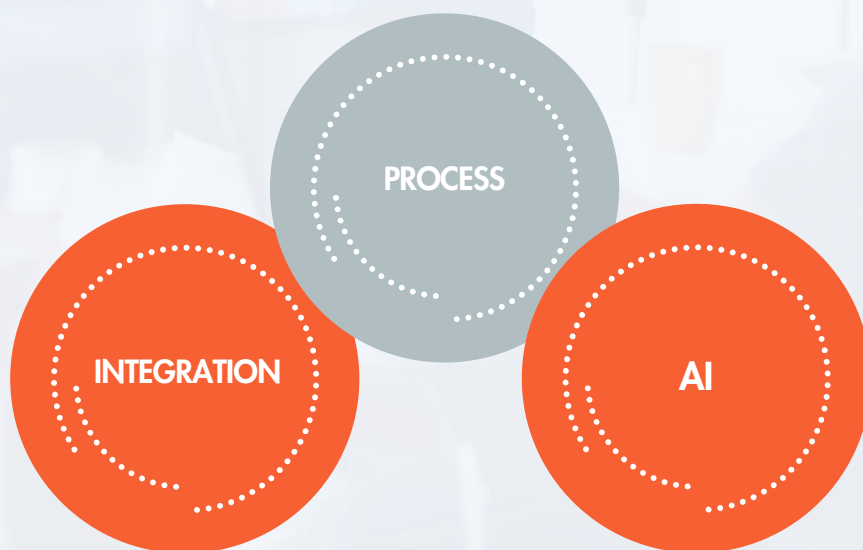


# The Zoho Social Housing CRM



The demands on social housing are greater than ever. From compliance and tenant satisfaction to data accuracy and cost control, housing providers must often deliver more, and they must do so transparently. The Zoho Social Housing CRM, developed in partnership between i4Housing and Zoho, is specifically designed to address these pressures directly. Whether you're a board member, a frontline officer, or a tenant yourself, this platform changes the game.

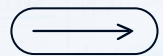
IPA: Integration, Process, and AI is the foundation of the Zoho Social Housing CRM, designed to transform how housing providers operate. By integrating all systems into a single platform, it ensures seamless data flow and eliminates duplication. The AI layer adds predictive insight, helping providers anticipate issues like arrears, disrepair, or safety risks before they escalate.







# What Our CRM Can Do For You



## **FOR LEADERS AND EXECUTIVES: STRATEGIC CLARITY, COMPLIANCE, AND COST CONTROL**

As a CEO or director, you need reliable data, seamless oversight, and measurable performance. The CRM provides a clear line of sight into the business, encompassing finance, asset management, regulatory reporting, and service delivery. Real-time dashboards and predictive analytics enable you to make evidence-based decisions, reducing operational risks and inefficiencies. It's designed to meet regulatory standards, with compliance modules built in.

## **FOR OPERATIONAL MANAGERS - INTEGRATION AND EFFICIENCY**

Managing a team or overseeing services? You'll appreciate how this CRM connects everything — properties, tenancies, repairs, compliance, and resident interactions — in one place. There's no jumping between systems, no missing information, and no duplicated tasks. With defined workflows, custom reporting, and auto-populated data, your teams can focus on proactive delivery rather than reactive administration.

## **FOR FRONTLINE STAFF - SIMPLER PROCESSES, BETTER SERVICE**

This system works with your day-to-day. Whether you're logging a repair, managing a case, or updating a tenancy record, it's fast, intuitive, and consistent. Information flows across departments, meaning you don't have to chase details or repeat tasks. AI features help identify issues early, from dampness and mould to tenant vulnerabilities, enabling you to support residents sooner.

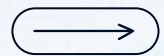
## **FOR TENANTS - FASTER RESPONSES, SAFER HOMES**

Although tenants may never log in to the CRM directly, they will still feel its benefits. Repairs are reported and tracked more easily. Cases are handled faster. Safety checks are never missed. Communication is more transparent, with housing teams being more informed, responsive, and accountable.





# The Benefits of Our CRM



Our unified system brings together everything you need, property data, repairs, compliance records, service history, and more, into a single, centralised platform. This eliminates data silos, streamlines workflows, and ensures that all teams and stakeholders have access to accurate, real-time information. Tailored specifically for the housing sector by industry experts, the platform isn't a generic solution repurposed from another field, it's purpose-built to address the unique challenges of housing management.

With smart, AI-driven insights, the system helps you identify potential risks and service needs before they become costly issues. It improves compliance by making it easier to meet safety, regulatory, and data standards, and fosters better communication between teams and tenants alike. Quick to customise and easy to deploy, this solution is built to meet today's demands and adapt seamlessly to tomorrow's needs.



# THANK YOU



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## GURSH LAIL

Founder & CEO

Gursh is the Managing Director of I4H and a driving force behind innovation in the social housing sector, with over 18 years of experience supporting housing associations and care providers in delivering business transformation and measurable performance improvements. Prior to founding I4H, Gursh held a number of senior leadership roles within the social housing sector, where he developed a deep understanding of operational challenges and the importance of data-led decision making. Gursh conceived and spearheaded the development of the Zoho Social Housing CRM, turning a bold vision into a pioneering digital solution for the sector.



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