



Communications Manager

Improve your customer service and save money at the same time with Communications Manager (CMGR) from Capita Housing. A brand new SMS text service, CMGR is a powerful communications tool that realises the cost and efficiency benefits of SMS text and email whilst integrating fully with your existing housing applications.

SMS messages are an ideal communication medium in social housing. Why?

- 99% of your customers (tenants and leaseholders) have a mobile phone
- 92% of all text messages are read, 75% of them instantly
- Texts are cheaper than letters, therefore saving you money
- The instant nature of texts means that you can get a message quickly to your customer wherever they are - giving them confidence that you are dealing with their service request.

Continuously improve your customer service

Everyone has their preferred way of communicating with people; some phone, some email and some text messages, whilst some still prefer a more traditional letter. Texts are now a huge part of our culture. Using this channel will improve your ability to get information through to your customers in a familiar and recognised medium. This is a specified part of The Audit Commission's requirements outlined in their key lines of enquiry.

Texts are instant. Therefore, the service is more timely and can be reliably used as a reminder just before appointments. Texts can be sent to those with no fixed abode, such as during house moving or if the customer is homeless.

Capita Housing's Communications Manager can be used effectively whether you have 1,000 or 300,000 properties under management.

Capita Housing's CMGR for your business

- Supports all text enabled mobiles
- Full delivery confirmation and audit trail
- Send and receive SMS text messages within a dedicated client or via Microsoft Outlook
- Save resources, time and cost through automated standard communications for many tenant and supplier tasks including rent reminders, balance enquiries, surveys and repairs appointments
- Improve response rates whilst carrying out surveys quickly and cost effectively
- Improve customer service and star ratings
- Engage and involve tenants more actively
- Communicate simply and effectively with hearing impaired tenants, staff and suppliers.