

# Cloud based Arrears Management & CRM Mobile solution improves efficiency



*"We'd tried the Microsoft Mobile solution but it just didn't work for us... we looked at Resco and realised it ticked all the boxes for what we wanted to do."*

**Stuart Ilsley, Head of Service Transformation**

Town & Country Housing Association (part of the Peabody Group) provides and manages more than 9,500 affordable quality homes in 15 local authority areas in Kent and Sussex.

## The Challenge

Town & Country Housing had implemented Dynamics CRM but desperately needed a reliable mobile solution. With a broad range of stock spread across a wide area people had to 'prepare' for visits and this was incredibly time consuming and resulted in staff having to return to the office to write up their visits.

*RedKiteCRM Housing Management includes a number of modules designed specifically for the Housing Sector including rent engine, arrears management and a service charge and direct debit module. We work in close collaboration with our customers, to develop solutions designed by housing associations for housing associations.*

#### **Software and Services**

- *Microsoft Dynamics CRM™*
- *Resco for Dynamics365*
- *RedKiteCRM's Housing Module*
- *Integration Services*

Town & Country Housing sought to customize their existing Dynamics CRM solution to embed a payment pattern and prediction algorithm based arrears management tool to create additional capacity in the Income Management Team by improving arrears case processing and prioritization.

In order to achieve this they sought sector specialist advice from RedKiteCRM and their Arrears Management module which includes forecasting.

## **The Solution**

Resco for Dynamics 365 was implemented which has provided access for staff to data whilst working remotely. This has reduced the amount of time Housing Officers spend preparing paper packs for Tenant visits and they no longer have to return to the office to write up their visit and inspections.

RedKiteCRM provided its arrears management module, designed specifically to meet the needs of housing sector organizations. It includes forecasting, payment plans and technical arrears.

With RedKiteCRM's solution, Town & Country Housing can now prioritise their arrears case management based on risk, previous arrears, current arrears and forecast payments and arrears. The solution also provides greater visibility through enhanced reporting.

## The Results and Benefits

*“We were immediately impressed with the ‘Critical Friend’ approach of RedKite CRM. Rather than just designing a solution based on the requirements RedKite would challenge us if they thought there was a better way of doing things and this was done in a really positive straightforward way... We feel like we’re working in a true partnership with RedKiteCRM.”*

**Stuart Ilsley, Head of Service Transformation**

### **Benefits**

- *Efficient case handling*
- *Improved data access*
- *Reduction in staff travel time*
- *Greater visibility of areas of responsibility*
- *Better staff engagement*

Town & Country Housing Association now has the specialist tools it needs on a scalable, agile, cloud-based platform that can grow to accommodate more users and future functional enhancements.

The solution has helped them improve their arrears management processes and resulted in increasing staff capacity in the Income Management Team.

RedKite’s custom modules mean that Town & Country Housing now has an efficient process for arrears management which will clearly highlight high risk tenants.

The solution has also provided secure data access to users both on and off site via the Resco mobile solution. This has reduced the amount of time housing officers need to spend preparing for tenant visits and inspections and means they don’t need to return to the office to write up their reports.

These exciting developments have led to staff re-engaging with CRM and looking forward to seeing what else the system can deliver as they widen its use to other areas.

***About RedKite CRM Ltd***

*Based in rural Oxfordshire, RedKite CRM have extensive experience of implementing Microsoft Dynamics 365 (CRM) into the social housing sector. Get in touch to see how our specialist knowledge can support your organisation to achieve efficiencies.*

***About Our Solutions***

*RedKiteCRM develops solutions to disrupt the status quo of traditional housing software providers. Our housing management system, based on Microsoft Dynamics 365 (CRM), can be deployed on any existing or new Dynamics environment.*