Cloud based Rent Accounting, Income Management & Tenancy Management solution helps WWHA achieve improvements within months

"The reason why WWHA like working with RedKiteCRM is that it is a genuine partnership, allowing flexibility for all parties. RedKiteCRM bring a true understanding of our needs and deliver a solution when they say they will."

Richard Troote, Director ICT

Wales & West Housing Association manages more than 12,000 affordable high quality homes in 15 local authority areas across Wales. Their stock includes more than 3,000 properties for older people.

The Challenge

WWHA had implemented Dynamics CRM but desperately needed a reliable mobile solution.

WWHA sought to improve tenancy management which involves collaboration between Development, Lettings, Housing, Finance and Property Services Teams.

RedKiteCRM Housing Management includes a number of modules designed specifically for the Housing Sector including rent engine, arrears management, a service charge and direct debit module and tenancy management functionality

We work in close collaboration with our customers, to develop solutions designed by housing associations for housing associations.

Software and Services

- *Microsoft Dynamics CRM™*

- *RedKiteCRM's Housing Module*

- *Resco for Dynamics365*

For Rent Accounting the challenges presented by the legacy Capita Open Housing System were structural and organisational. Setup and Charging was performed in Open Housing whilst Repairs and Resident Communications were handled by Dynamics. Improvements to the Dynamics Solution were easy and timely whereas the lead time with Capita was often 6-12 months and at a significant cost.

One of the biggest challenges in Rental Income Management was that Housing Officers were directed only to those residents with the highest arrears rather than concentrating on those that were most at risk of incurring or increasing arrears.

The Solution

RedKiteCRM's Housing Module including Rent Engine, Income Management with Forecasting and End-to-end Tenancy Management was implemented along with Resco for Dynamics 365 which has provided access for staff to data whilst working remotely regardless of availability of wi-fi or a mobile network.

RedKiteCRM overlaid their solution onto WWHA's Core entities. This meant existing solutions were not impacted by the change. The User interfaces provided were integrated into existing navigation.

The Results and Benefits

WWHA's policy is to provide front-end services to resident through their network of housing officers. Much of their housing stock is in remote areas of Wales where wi-fi and mobile phone network coverage cannot be guaranteed. Providing comprehensive up to date information to housing officers in the field is vital and the integration of the Resco mobile app with the RedKite CRM modules has been instrumental in providing this.

RedKiteCRM's custom End-to-end Tenancy process managed their full tenancy lifecycle from application right through to leaving. It provides a single view of all the information flows and provides joined-up integrated processing.

RedKiteCRM's Rent Accounting module, with its Rent Engine, Payment Collection & Direct Debit processing means all their financial transactions are held centrally and provides a solid base to facilitate their rental income management.

As a recent implementation the extent of the benefits is still being monitored but already WWHA have seen a reduction in outstanding arrears creep and so they are now comparing their business strategy to the RedKiteCRM Roadmap for alignment and will be monitoring future releases around Rent Uplift, Compliance, ASB etc very closely.

"The RedKite CRM solution goes a long way to meeting our demands of an integrated housing management system and breaking through the silos of departmental operations."

Alex Stephenson, Executive Director (Technology & Transformation)

Benefits

- *Reduction in outstanding arrears creep*

- *Minimal user training*

With implementation in January 2020 other benefits are still being analysed

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.