

# MobileLogic

An additional service to complement RentSense is Mobysoft's SMS (text) solution called MobileLogic. It can be configured in line with the RentSense logic to send rent reminders to specific tenants or even texts asking residents to call your income team.



Texts remain one of the most effective ways to communicate. Studies have shown that text message open rates exceed 99%, and that 90% of all SMS messages are read within 3 minutes of being received. So you know your tenants are seeing what you send.

SMS messages can help your income team further reduce arrears and increase collection rates whilst also lightening their workload.

-  **Personalise Messages**
-  **Easy to exclude numbers**
-  **Set text rules**
-  **Highlights invalid numbers**
-  **Manage Workload**
-  **Differentiates between mobile and landline**
-  **Auto Corrects Numbers**



## Personalise Messages

With MobileLogic landlords can personalise messages, such as including the resident's name, helping to improve response rates.



## Set Rules

Landlords are able to set and define which tenants receive texts. For example you can send SMS reminders to all Universal Credit tenants or prompts to call the income team to tenants appearing on the priority one case load list.



## Manage Workload

When landlords send bulk SMS messages out that prompt tenants to call the income team the messages can be staggered and timed. This prevents the income team being inundated with calls they cannot respond to and instead calls come through at manageable levels when the team are working.



## Auto Corrects Numbers

MobileLogic is intuitive enough to autocorrect telephone numbers with the wrong format, so landlords don't have to undertake a huge data cleansing operation.



## MobileLogic comes in different modules as well as Rent Arrears



## Repairs Module

Text messages can be used to send appointment details about repair or gas visits and further confirmations and reminders. On average every missed appointment costs landlords around £40. MobileLogic is saving customers many tens of thousands of pounds a year.



## Easy to Exclude Numbers

It is very easy to exclude numbers, tenants, tenancy references and so forth from the SMS tool. This helps landlords adhere to data protection guidelines by omitting recorded numbers that may not actually belong to the tenant, for example landlords may record a partner's mobile number in their HMS.



## Highlights Invalid Numbers

MobileLogic will report back on numbers that are not in service so landlords can continually update and clean their database ensuring their data is fit for purpose.



## Differentiates Between Mobile and Landline

MobileLogic can send texts to landline numbers as well as mobile phones. When sending texts to landlines it sends a 'phonetic' message so narration of the text is pronounced correctly and for texts to mobiles it performs spell checks.



## Customer Survey Module

Do you want to know how well you are delivering your services? You can automate texts to be sent to residents after each visit to ask them how they rate the service. This allows landlords to constantly monitor and improve their offering, what's more all negative responses are automatically flagged and emailed in real time to management so each case can be analysed.



## Rent Arrears Module

And of course MobileLogic can be used in line with RentSense to help reduce rent arrears

