



1st October 2011

LQ Group Sends a Message

"Being able to communicate effectively with our tenants is a crucial part of our service, especially when it is about the payment of their rent. The Wirefast Messaging solution allows us to automatically notify the tenants when their rent payments have been made successfully by card payment and when there is a problem with their DD payment. The solution from Wirefast lets us record the communication preference of the tenant, e-mail, SMS or post. We have seen that early, appropriate communication with the tenant reduces the likelihood of them going into arrears.

Not only have we sped up and automated the communications, we have gained significant process improvements and cost savings from implementing this solution. Our daily printing costs used to run into hundreds of pounds and that has been hugely reduced over night. The fact that Wirefast is integrated with Salesforce.com was a major reason for the decision"

Paul Gilbert, Head of Revue Collections for L&Q Group

About L&Q Group

L&Q is one of the UK's largest housing associations managing over 60,000 homes and employing more than 1,000 staff in 20 locations. Founded in 1963, L&Q is number 22 in The Sunday Times *Best Companies to Work For* list.

Details of Their Solution

- Automated card payment receipt template sending via email or SMS
- Automated DD failure notification template sending via email, SMS or letter
- Ad hoc message delivery
- Full integration with the Salesforce.com platform

The Wirefast Messaging Service has been integrated with the Force.com platform to ensure that all communications to and from contacts and customers are processed quickly and linked to the appropriate records in Salesforce.com. They have a series of easily customizable templates in Salesforce.com which are specific to the particular transaction type. These are sent to the tenant when a card payment is successful, when a new DD is created or an existing one fails, is amended or cancelled.

The service checks if the tenant record has a recorded preference for email or SMS delivery and if the mobile number or email address are stored and will send the message via the appropriate route. If neither are available, or if the SMS is not delivered within 24 hours, then the solution will create an entry in the next print batch so a letter can be posted.