

## Hillcroft Partners and Mobilize partner to help Registered Providers improve customer engagement

Rapid growth in mobile services and smart phones is enabling new ways for Registered Providers to engage with tenants in order to improve service delivery and lower costs.

Mobile is an ideal channel for many tenants given that they always have their phone with them whether they are at home, at work or on the move.

Increasing numbers of tenants already have smart phones – phones capable of accessing the internet – and the number of smart phones is expected to double within a year or two. Smart phones enable highly sophisticated communication between landlord and tenant at little or no cost and potentially not only create significant savings compared to the cost of paper based publishing and mailing but deliver the information that is required in an easy to receive format that makes for an improved customer experience. Mobile phones are a two way media enabling fast and effective feedback – ideal for confirming appointments and generating feedback. Other potential applications include payments, refunds & loyalty programmes.

By partnering with **Mobilize** – leaders in private sector mobile customer engagement – **Hillcroft** are well placed to advise Registered Providers on the opportunities for mobile tenant engagement, including the ability to develop, “test and learn”, pilot programmes and applications.

**Mobilize** have 7 years experience in mobile marketing and clients include Jacksons, Sainsburys, P&G, Unilever, Paypoint, Go Outdoors. Their “Shop Scan Save” mobile loyalty & payments solution is integrated into 25,000 Paypoint terminals throughout the UK.

**Hillcroft Partners** are a highly experienced consulting organisation. Clients include: L&Q, Broadland, The Guinness Trust, Broxbourne and The Salvation Army. Andrew Gray is MD of Hillcroft Partners and has over 20 years experience as a consultant and is a former President of The Chartered Institute of Housing.

**For a consultation on how the use mobiles may help your organisation to improve the way it engages with tenants in order to improve service and reduce costs – please call Andrew Gray on 07799115575 or email [andrew@hillcroftpartners.co.uk](mailto:andrew@hillcroftpartners.co.uk).**

[www.hillcroftpartners.co.uk](http://www.hillcroftpartners.co.uk)

[www.mobilize-systems.com](http://www.mobilize-systems.com)