

AUTOMATING BUSINESS PROCESSES

**TaskCentre**®

**Roberts use Subscriptions & Requests technology to increase property instructions, viewings & sales.**



“The commercial gains we have made through TaskCentre® have paid for the product many times over which is very pleasing when you consider that we’ve only really used a fraction of its capabilities.” **Jeremy Seear, Sales Director for Roberts Property Solutions**

System4Sales

**TaskCentre**®

The UK's leading Business Process Management Solution

### **Business Requirements**

- ⇒ To provide clients with a free, subscription-based news service
- ⇒ To transform an industry icon into an advanced information source
- ⇒ To consolidate market leadership and generate further revenues
- ⇒ To further enhance customer service levels

### **Solution Deployment**

- ⇒ The extraction, formatting and distribution of information from its Systems4Sales application

#### ► **Company**

Roberts Property Solutions

#### ► **Industry**

Property Services

#### ► **Geographies**

United Kingdom

### **Business Benefits Delivered**

- ⇒ Significant increase in vendor instructions, viewings and sales
- ⇒ Shorter instruction-to-sale lifecycles
- ⇒ Real-time fulfilment of customer information requests
- ⇒ Reduced back office administration
- ⇒ Stronger revenue streams
- ⇒ Enhanced brand awareness amongst potential customers and vendors

## Case Study: Roberts

AUTOMATING BUSINESS PROCESSES

# TaskCentre

Orbis Software (UK)

Based in the south west of England and employing 25 members of staff, Roberts Property Solutions provide a full range of property services to individuals and developers alike.

Roberts on-going success has been driven by its reputation for professional customer service and the speed with which it transforms vendor instructions into sales.

### **Roberts Property Solutions and its initial interest in TaskCentre®**

It goes without saying that the estate agency sector is a highly competitive environment in which to operate. Only those agencies with the ability to constantly improve their services stand the test of time and Roberts have consistently exceeded the expectations of its clients.

This success can be partly attributed to the expertise, knowledge and skills of its employees, but is also due to Roberts forwarding thinking and adoption of leading edge software applications.

It was through this company ethos of embracing new technology to enhance company performance that Roberts first investigated TaskCentre®'s Subscriptions & Requests capability, as was highlighted Jeremy Seear, Sales Director for Roberts Property Solutions, "With the expansion of the property sector, in the last 5 years, we have witnessed a significant increase in competition levels and as a result we started looking for new ways to strengthen our leadership over the marketplace. We needed a new method of attracting an even greater share of property instructions and to speed up the sales process. These

two factors play a large role in the success of a business such as ours and were our main drivers for investigating TaskCentre®."

### **Roberts and its interactive sales boards**

The ongoing advancements in information technology have liberated today's consumer, and with a significant number of electronic devices now providing consumers with instant access to information, it is no longer acceptable for businesses to offer poor informational services.

Not wishing to be one of the many companies that still frustrate and disappoint existing and potential customers with archaic information services, Roberts Property Solutions decided to transform an industry icon into an interactive experience for its own commercial gain. This was indicated by Jeremy, "The 'For Sale' board has always played a fundamental role in the marketing strategy of estate agents. Not only does it help potential buyers locate suitable properties but it assists in the brand development of the agency. You can quickly tell which particular agent has the strongest coverage of a given area by the frequency with which you see their 'For Sale' boards and we saw the use of TaskCentre® as a great opportunity to differentiate ourselves further."

More specifically, Roberts Property Solutions wanted to add SMS short codes to its 'For Sale' and 'To Let' boards to enable potential clients to instantly access the property details whilst standing or parked outside. This was something Jeremy saw as an excellent enhancement of the industry's most powerful marketing

## Case Study: Roberts

AUTOMATING BUSINESS PROCESSES

# TaskCentre

**Orbis Software (UK)**  
Suite 3, Bourne Gate,  
25 Bourne Valley Road,  
Poole, Dorset.  
T: 01202 241115  
F: 01202 241116  
W: [www.orbis-software.com](http://www.orbis-software.com)

vehicle, "Today, people want the ability to access information there and then and often without having to speak to someone in the first instance. Through using the Subscriptions & Requests capability of TaskCentre® we have transformed our boards into powerful information points."

The benefits of adding SMS short codes to Roberts advertising boards have been evident from day one. For example, Roberts are now capturing more qualified leads and increasing its property viewing levels and monthly sales.

The addition of SMS short codes has also helped to differentiate Roberts marketing boards and positioned the company as one that understand the needs of its clients.

In addition to the above, Jeremy was also keen to highlight the ease with which the inbound SMS messages, generated from advertising boards, were followed-up by his sales force, "When a potential client requests property information via SMS, TaskCentre® intelligently adds that phone number to our agency application and sets an activity for a sales team member to follow up. If that prospect is already registered with us, it will assign the property request to that prospect and also set a follow-up activity."

### **TaskCentre® and Robert's free, subscription-based news service**

Consumers no longer want to go looking for information, they expect relevant and timely information to be brought to them and this is reinforced by the number of subscriptions services on offer within the

UK economy.

In response to this growing consumer appetite for subscription-based news services, Roberts Property solutions decided to use TaskCentre® to provide clients with the ability to subscribe to news shots that detail new property instructions. As Jeremy stated, "Buyers want to hear about new vendor instructions the minute they come onto the market. We achieve this by enabling our customers to subscribe to an event-driven SMS or E-mail news service. This automated feature is very popular with clients and it certainly contributes significantly to driving our company revenue streams."

Jeremy was also pleased with TaskCentre®'s ability to self-administer the news broadcasts as informing all the agency's clients of new instructions was a time consuming activity when conducted manually, "The ability of TaskCentre® to identify new properties entered onto our system and automatically inform potential buyers via SMS or E-mail is perfect for companies who want to provide excellent customer service without costly administration."

When Jeremy was asked to give a final comment on TaskCentre® he said, "The commercial gains we have made through TaskCentre® have paid for the product many times over which is very pleasing when you consider that we've only really used a fraction of its capabilities. Indeed, we will be looking to exploit the other capabilities of the product over the next six months. In particular, we will be looking to use the products Document Automation and Workflow capabilities."