

Efficiency: Rentify

"Rentify is a tool helping landlords to market, manage and make money from rental properties"

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Name: Rentify

City: London

Website: <https://www.rentify.com/>

Rentify is a tool helping landlords to market, manage and make money from rental properties. Since March 2012 the service has registered 80,000 users, and in January the company closed a successful round of financing.

In the past 12 months Rentify has focused on improving internal efficiency. The company switched its support team over to a cloud-based customer support tool that automatically allocates queries to our different agents taking into account their current workload. It provides a mobile application for iOS to allow ticket management outside of the office, and centralises all requests from Facebook, Twitter, phone and email in one place. This has led to a 15% speed increase in turnaround time for support requests, and a 5% increase in customer satisfaction.

The company also deployed a simple, free application for creating shared 'to do' lists on Mac OS X. Employees can create shared lists and delegate items to other members of the team.

Finally, the company invested in developing its own automated support system for tenants. The system allows tenants to email, text, or telephone with a property management problem, and then determines the problem, and generates a support ticket either via an API or a phone call. An example would be that a tenant emails to say their washing machine has broken, at which point Rentify automatically generates a call-out request to the relevant service partner, who visits the property in order to make an assessment.

Randy Nyssen is the head of marketing at Rentify

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