



Cybage customized a CRM for a tenant referencing services company to make it more advanced, accurate, and convenient

About the Client



UK's leading tenant referencing company with over 20 years of industry experience



Provides referencing services to residential lettings market



Provides the most comprehensive range of products and services to letting agents across the UK



Plans to expand into the residential lettings market, serviced office environment, and referencing for recruitment agencies

Business Needs

- Provide a **progressive tenant referencing system** for letting agents with unrivalled efficiency, accuracy, and reliability as prime objectives
- Help letting agents and tenants efficiently **track and manage** all their **tenant reference reports online**



Solutions



Developed flexible and powerful features in the CRM system with the help of integrated tools to make it user-friendly

Enhanced the CRM system's user interface (UI) to make it fluid and user-friendly with a unique look and feel

Customized the MS CRM 2013 offering one of the most advanced, accurate, and easy-to-use referencing workflow system for prospective tenants and guarantors



Implemented a fast, simple, and secure online reference check application submission process to enable the applicants and the letting agents complete the background check application seamlessly



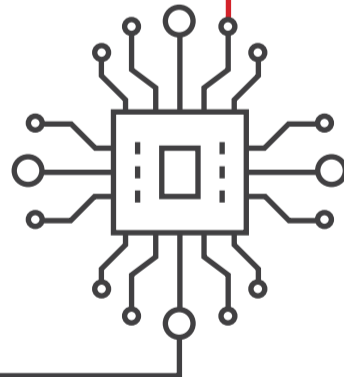
Built comprehensive reporting features in the CRM system to present background check reports in simple, detailed, and easy-to-read formats



Implemented a quick-invoicing functionality in the CRM system



Technology Stack



Business Benefits

- **Optimized CRM user experience** by developing a user-friendly UI
- **Expedited and simplified** online invoice generation for any billing period
- **Reduced entry level errors and liabilities** by building fast, simple, and secure online application submission process
- **Enabled agents to make informed decisions** due to the comprehensive and easy-to-read reports
- **Enhanced user data security** through the implementation of a reliable and secure MS CRM
- **Boosted user insight** into tenants' rent affordability and saved time before submitting a rental application

Cybage CRM Sales Capabilities



Sales



Service



Marketing



XRM Solutions

Optimizing User Experiences with Technology

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