

Fixflo



Promotion Guide

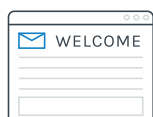
Promoting Fixflo to your users

To help get the majority of your repair & maintenance requests reported through Fixflo, it is important to let your Leaseholders/Occupiers know about Fixflo. It's good practice to do so not only when you first start using the system, but every 2-3 months in order to remind them of the correct reporting process. **We help you with your first set of communications when launching Fixflo, but your team needs to be empowered with the right tools and processes to continue promoting Fixflo.**

We have put together some promotional tools that will help you launch Fixflo, as well as a list of best practices we recommend adopting. This should help your transition to Fixflo be successful and ensure that you and your Leaseholders and Occupiers start seeing value as soon as possible. Always make sure your communication is clear to your Leaseholders and Occupiers by telling them about the benefits of using Fixflo and ensuring that all of your staff and new joiners are trained on your promotional processes too.

Promotional tools and best combinations

Fixflo Tools



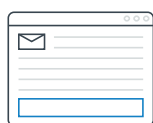
Welcome email

You can send Welcome Emails to your Landlords, Leaseholders, Occupiers and Contractors via your Fixflo account, in bulk.



Text message alerts

Request credits from us and get texting: your Leaseholders and Occupiers will receive your reporting link straight to their phones. It will prompt them to save Fixflo as a 'web-app' to their phones, for easy access in the future.



Email footers

You can add a Fixflo footer with a link to your Fixflo reporting page to help encourage Leaseholders and Occupiers to report online, rather than email you.



Automated email reminder feature

Occupiers are automatically reminded of your Fixflo reporting site every 3, 6 or 12 months. You can change your preference within your account settings.



Flyers

You can download your customised flyers from your Fixflo account and share them with your Leaseholders, Occupiers and Landlords. We recommend including these in Welcome Packs or leaving after check-ins/inspections.

Agency Tools



Phone tree

Amend your phone tree to direct Leaseholders/Occupiers to your Fixflo for example, Press 2 for Maintenance and then play a recording directing them to your online Fixflo reporting site.



Voicemail

You can add a voicemail to your phone tree that contains your Fixflo URL to direct Leaseholders/Occupiers online when you are unavailable. Make sure you communicate the URL clearly.



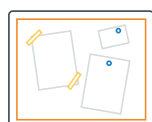
Add to your website

You can add Fixflo to your website (as a button, an iFrame, a link, or a dropdown menu item), to catch the attention of your Leaseholders and Occupiers and prompt them to report via Fixflo instead of calling/emailing you.



Canned email responses

You can use canned responses to let your Leaseholders and Occupiers know that they should be reporting via your Fixflo site - we have a template you can use!

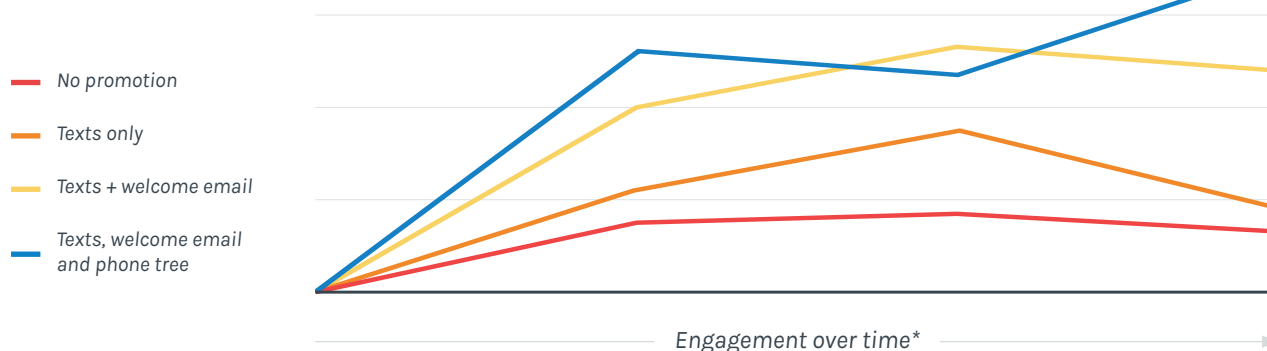


Bulletin boards

If you manage a development or group of buildings, we recommend putting up flyers/collateral on your bulletin boards.

The combination that has proven to be most successful **when launching Fixflo** includes:

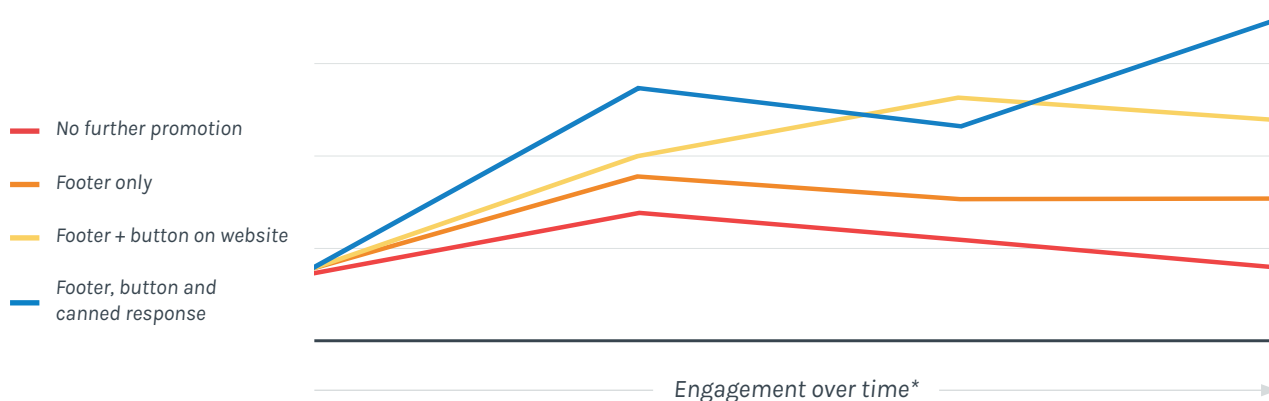
- Sending text messages to your Leaseholders and Occupiers
- Sending welcome emails
- Editing your phone tree



*Please note that graphs are only an indication and that this might vary from customer to customer.

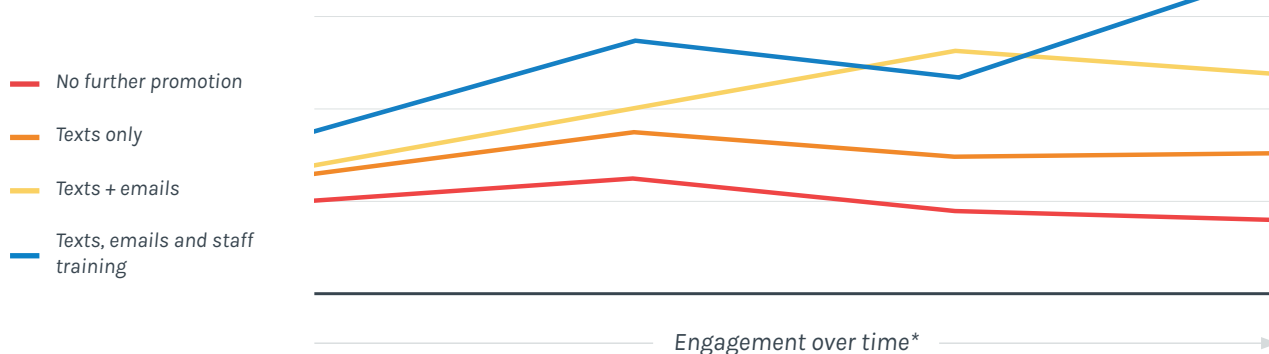
The combination that has proven to be most successful **during your first 3 months** of using Fixflo includes:

- Adding a footer to all of your outbound emails
- Adding Fixflo to your website
- Adding canned responses to Leaseholder and Occupier facing emails



And finally, the promotional combination that has proven to be most successful **in the long term** includes:

- Sending additional SMS reminders to your Leaseholders and Occupiers
- Sending them email reminders (via your CRM or internal email tool)
- Ensuring your staff are trained to deflect calls and emails from Leaseholders and Occupiers, to your Fixflo reporting site



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Best Practices

Together with our promotional tools, there are a few best practices you can use to really educate your Leaseholders and Occupiers and help you and your team get the most out of Fixflo.

1



Handling calls from your Leaseholders and Occupiers:

Make sure you have a voice message that explains that they should be going through the link you sent them and why that is the best way to raise issues when they occur. You can always re-send the link to your Leaseholders and Occupiers using the 'Issue creation link' on your Fixflo account. Of course, some phone calls will still slip through, but making sure your staff help your Leaseholders and Occupiers understand how to report issues online can help reduce traffic.

2



Make sure you continuously **educate** your Leaseholders and Occupiers!

If the flyers aren't enough, you can share more about how to raise an issue using [this article](#). If you find that multiple Leaseholders/Occupiers have questions about it, it could be useful to have a Q&A session with them.

3



Make sure you use **as many promotional tools as possible!**

They have been designed to help you shout to the world that you now have Fixflo in place: the more you use them, the more engagement you'll see, and the more efficient your workload will be.

4



Stay on top of our **product releases!**

We release new updates every 2 weeks, so make sure you check this on your Fixflo account to be up to date with the most recent features. You can do so by going to our help site and looking up 'Release Notes' via the search bar or simply clicking the link [here](#). Remember to bookmark it!

Promoting Fixflo to Contractors

Are you struggling to get your contractors to engage? Do they not seem to be willing to use Fixflo?

Here are our top tricks to make sure they do:

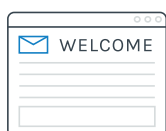
1



Call them up!

It's worth having a conversation around how the system is going to change the way they work with you, address any of the questions that they have and set expectations before you start working on issues with them via Fixflo.

2



Send them a **Welcome Email!**

You can send them a welcome email within your Fixflo system, which contains guidance on how to set up their account and what the benefits for contractors are when using it.

3



Redirect them to their **dedicated help site**

Yes, you heard that right. We have created a support help site dedicated to contractors only. It can be accessed [here](#), and it contains everything they need to know to become Fixflo super-users.

4



Encourage them to use the **Fixflo Contractor App**

The first thing that comes to mind when thinking of contractors? They're busy-busy. So we have created an app that allows them to work on the go. It's available on both iOS and Android and totally free.

5



Still not clear? **Help them out**

We know that some contractors might like to stick to their existing processes and may not instantly click with Fixflo, but if you want to get the most out of your system, we encourage you to set some time aside to run through Fixflo with your contractors or dedicate one person to answer their queries.