

# 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 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 Occupiers start seeing value as soon as possible. Always make sure your communication is clear to your Occupiers including telling them about the benefits of using Fixflo and ensure that all of your staff and new joiners are trained on your promotional processes too.

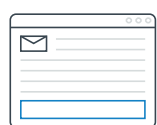
# Promotional tools and best combinations

## Fixflo Tools



### Text message alerts

Request credits from us and get texting: your 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 Occupiers to report online, rather than email you.



### Automated email reminder feature

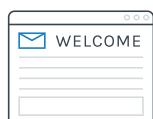
Occupiers are automatically reminded of your Fixflo reporting site every 3, 6 or 12 months. You can change your preference within your account settings.



### Flyers

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

## Agency Tools



### Welcome email

We encourage you to send welcome emails to your Occupiers using your CRM/PMS system or any bulk email tools that you have. This is for your initial launch and any new Occupiers in the future.



### Phone tree

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



## Voicemail

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



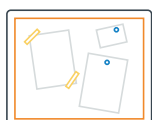
## Add to your website

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



## Canned email responses

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

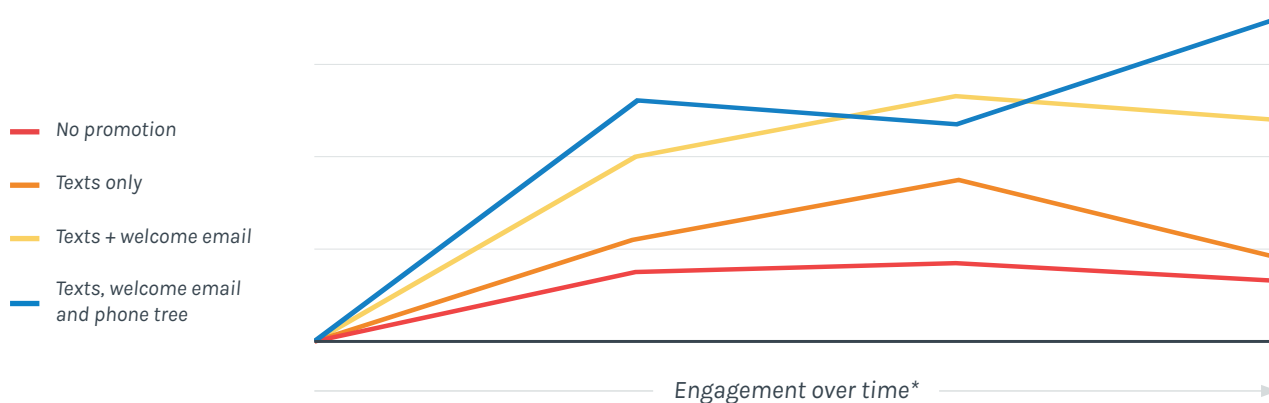


## Bulletin boards

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:

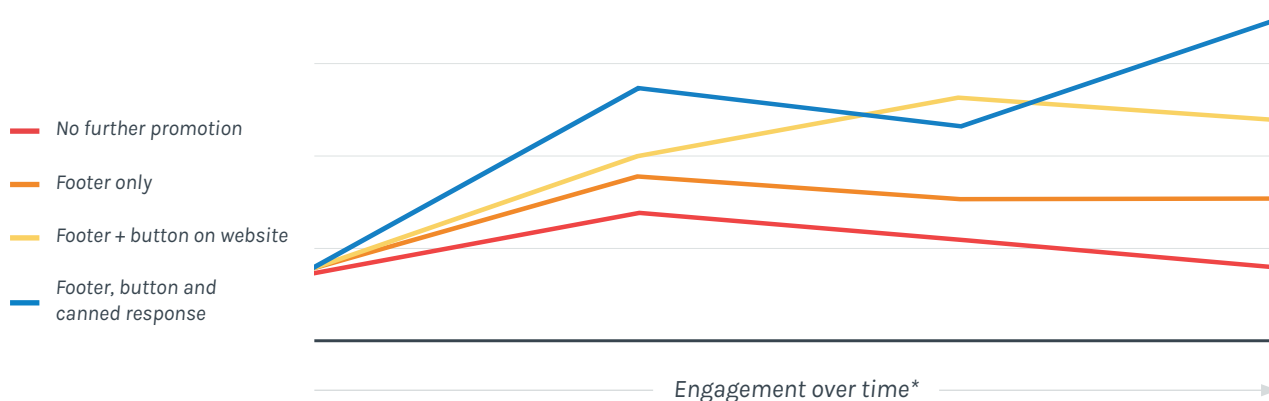
- Sending text messages to your Occupiers
- Sending welcome emails (via your CRM or internal email tool)
- Editing your phone tree (if applicable)



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

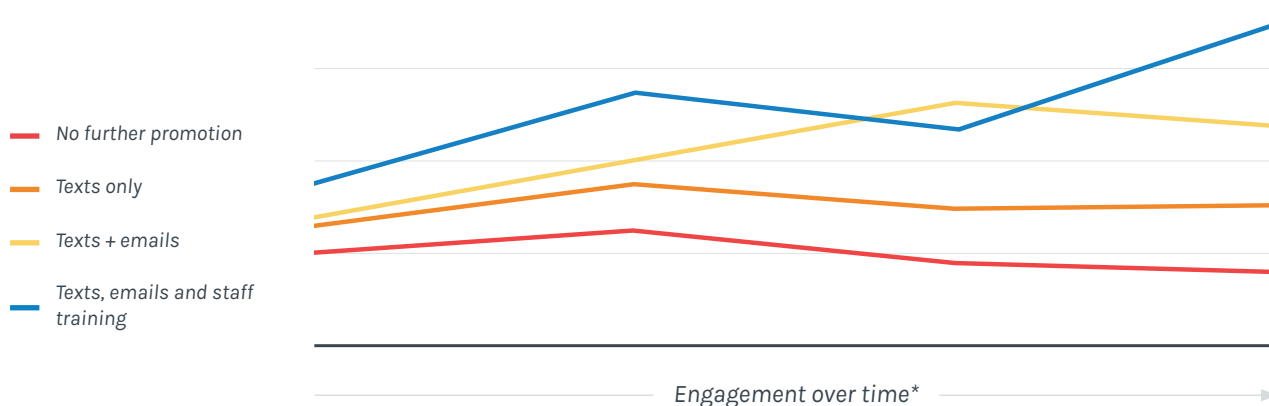
The combination that has proven to be most successful **during your first 3 months** of using Fixflo includes:

- Adding a footer to all of your outbound emails
- Adding Fixflo to your website
- Adding canned responses to 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 Occupiers
- Sending them email reminders (via your CRM or internal email tool)
- Ensuring your staff are trained to deflect calls and emails from 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 Occupiers to help you and your team get the most out of Fixflo.

1



## Handling calls from your Occupiers:

Make sure you have a voice message that explains they should be going through the Fixflo link you sent them and why that is the best way to raise issues when they occur. Of course some phone calls will still slip through, but you should ensure your staff help your Occupiers understand how to report issues online so you can reduce traffic.

2



## Make sure you continuously educate your Occupiers!

If the flyers don't provide enough information, we encourage you to review [this article](#) so that your team can feel confident answering any questions that your Occupiers may have. We recommend including references to and reminders about Fixflo in any Occupier facing content that you push out e.g newsletters, after inspections etc.

3



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

They have been designed to help you shout out to all of your users that Fixflo is now in place: the more you use them, the more engagement you'll see and the more efficient and productive your team will be!