



Social Housing Sales & Marketing Solution

Achieve Financial Stability and
Increase Sales Efficiency

“

For us, this is a generational transformation. The design and configuration progress so far has been exciting to see. We have deep confidence in our delivery partners, together we can navigate this major technological integration and adoption.”

Jon Cocker
Chief Information Officer
Platform Housing Group

platform
housing group

Overcome Financial Challenges and Boost Sales with Crimson's Social Housing Sales & Marketing Solution

Navigating the financial challenges in the social housing sector has become increasingly difficult. Housing associations face rising build costs and reduced government funding, making selling homes on the open market important to finance subsidised housing projects.

Crimson's Social Housing Sales & Marketing solution is designed to address these challenges, ensuring a streamlined sales process and enhanced marketing strategies. This allows you to generate the necessary revenue to continue building affordable homes.



Corporate
Member





Transform Your Sales and Marketing with Crimson's Integrated Platform

Crimson's Social Housing Sales and Marketing solution leverages Microsoft Dynamics 365 and the Power Platform to revolutionise how you manage home sales and marketing. Our comprehensive solution integrates customer management, marketing, and sales processes into a single, user-friendly platform. This ensures seamless coordination from initial interest to post-sale care, enhancing efficiency and driving sales.

Our solution is tailored to meet the unique needs of housing associations, offering personalised communication channels, targeted marketing, and detailed customer insights. By employing advanced data analytics and customer feedback mechanisms, we enable you to prioritise leads, attract buyers,

and manage the entire sales cycle effectively. This ultimately boosts your sales turnaround, providing the necessary funds to support your affordable housing projects.

“

I am incredibly proud
of what we have been
able to do and therefore
wanted to thank the
Crimson team for all
their hard work”

David Slade
Head of Digital Marketing,
Peabody Group

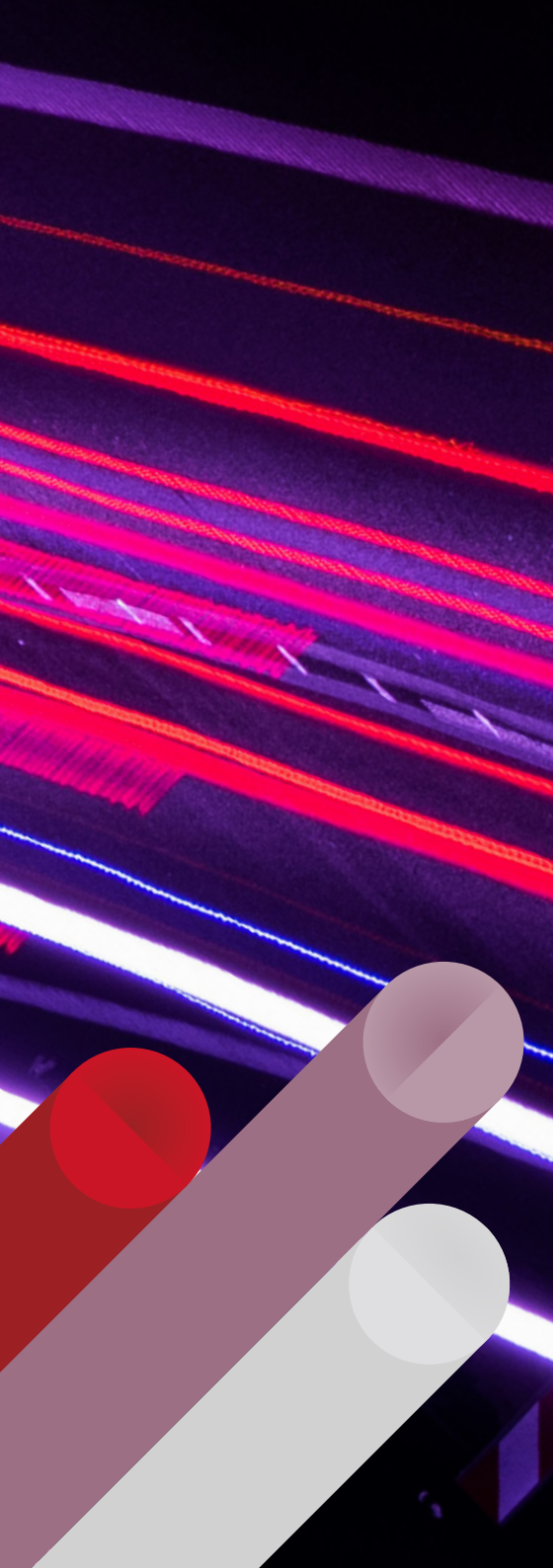


Revolutionise Sales and Marketing

Comprehensive Features for Enhanced Efficiency and Revenue Generation

- **Streamlined Customer Management: Single Platform from Interest to Post-Sale Care**
Manage the entire customer cycle from initial interest to sale and post-sale care in one platform. This feature simplifies the sales process, ensuring no leads are lost and enhancing the overall customer experience by providing a seamless journey for buyers and a comprehensive tool for your sales team.
- **Personalised Communication: Omnichannel Engagement**
Our solution offers omnichannel communication tailored to each buyer's preferences. Enhance engagement and satisfaction by offering personalised and convenient communication options, making it easier for buyers to interact with your team through their preferred channels, whether it be phone, email, or social media.
- **Insight-Driven Sales: Increased Turnaround with Lead Prioritisation**
Use data-driven insights to prioritise and manage leads effectively. It speeds up the sales process by focusing efforts on the most promising leads. By identifying high-priority prospects, your sales team can concentrate their efforts where they are most likely to succeed, increasing sales turnaround and efficiency.
- **Targeted Marketing: Precision Campaigns for Maximum Impact**
Targeted marketing campaigns based on customer insights and buying patterns ensure your marketing efforts are focused and effective. Attract the right buyers and improve sales results by delivering personalised messages and offers that resonate with your audience, maximising the impact of your marketing budget.
- **Self-Service for Buyers: Empower Your Customers**
Providing self-service options for buyers to manage their interactions and bookings offers a modern, convenient experience akin to big homebuilders. Enhance buyer satisfaction by allowing them to book visits, track progress, and manage their purchase process independently, reducing friction and improving their overall experience.
- **Seamless Integration: Connect to External Selling Sites**
Integration with external property selling sites broadens your reach and simplifies the process of marketing properties. Attract more potential buyers by ensuring your listings are visible on popular property portals, increasing the likelihood of quick sales and generating more leads.





Efficient Lead Management: From Reservation to Sale
Managing leads from initial reservation to final sale streamlines the sales journey, ensuring a smooth and efficient process for buyers and your sales team. Cut administrative overhead and ensure timely follow-up, helping to close deals faster and more effectively.

Post-Sale Care: Warranties and Customer Feedback
Comprehensive post-sale support, including warranties and customer feedback collection, ensures ongoing customer satisfaction and helps you continually improve your service. Build trust and loyalty by addressing any issues promptly and learning from customer experiences to enhance future service delivery.

Shared Ownership Integration: HMS Connectivity
Integrate into your Housing Management System simplifies the management of shared ownership properties. Ensure smooth operations by consolidating all relevant information in one place, making managing and tracking shared ownership sales and agreements easier.

Customer Insights: Trends, Buying Patterns, and Targeted Campaigns
Detailed customer insights for trend analysis and targeted marketing help you understand your customers better and tailor your marketing strategies for maximum effectiveness. Unlock actionable buying patterns and preferences data, enabling you to launch more effective campaigns and improve your sales outcomes.

Contractor Portal: Transparency and Efficiency
Providing up-to-date information and coordinating with contractors ensures transparency and efficiency in building and sales, from construction to key handover. Enhance communication and accountability, ensuring that all stakeholders are informed and aligned, reducing delays and improving the overall process.

Quick Implementation: Smooth Transition to Enhanced Sales Management

Minimal disruption lets you quickly benefit from the solution, ensuring a smooth transition and immediate sales and marketing efficiency improvements. Minimise downtime and get your team up and running quickly, allowing you to start seeing the benefits of the solution right away.

Crimson's Social Housing Sales & Marketing solution is the key to transforming how you manage and market your homes. It ensures increased sales, enhanced efficiency, and the generation of crucial revenue to support your affordable housing projects.

Housing Transformation



Why choose Crimson's Microsoft-powered Sales & Marketing solution?

- **Proven Solution:** As used by progressive UK homebuilders.
- **Solution Accelerators:** Pre-configured components shortcut delivery and de-risk the project.
- **Seamless, Scalable Integrations:** Unify all your operations under the Microsoft umbrella—Dynamics 365, Power Platform, Power Pages, and Power Virtual Agents.
- **Ongoing Enhancements:** Continued Microsoft investment in the platform ensures innovations – such as AI – will continue to streamline ways of working so your team can focus on students most in need of personal support.
- **Extensible Solution:** Crimson continues to invest in building a unified customer journey. Choosing Crimson and Microsoft means realising the vision of a 360-degree view of the customer.



We have a
fantastic working
relationship with
Crimson. They
make us think
differently.”

Robert Bloom
Director of Sales & Ownership,
Accent Group



See How Crimson and Microsoft Can Work For Your Organisation

Crimson's Social Housing Sales & Marketing solution doesn't just transform your organisation; it does so by seamlessly integrating with Microsoft's leading-edge technologies and an expansive platform. Better data across the customer journey gives you improved insight and leads to better decision-making.

You and your team are invited to preview the solution and explore how Crimson's experience in the housing association sector can underpin your success in developing a unified Microsoft-based platform across your organisation.

[Get started today by calling the
team on 01675 466 477](#)

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Service
Supplier

 **Microsoft**
Solutions Partner

 **REC** | Corporate
Member

Crimson

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