

HOW LINCOLN MILITARY HOUSING INCREASED TENANT SATISFACTION with RedFlag Notification System

THE PROBLEM: INEFFECTIVE COMMUNICATION TO TENANTS

As a developer and manager of more than 36,000 residential military family homes across the nation, Lincoln Military Housing has communication requirements that go far beyond the norm. They needed to effectively communicate critical information, including planned and emergency power outages to specific tenants – sometimes down to the street address. While using Facebook and email as their primary communication tool, Lincoln Military Housing knew they needed another communications solution as not all of their residents frequently check their email accounts or were guaranteed to see posts on Facebook.

Lincoln Military Housing needed a solution that was quick to implement, easy to use, and would sync with their resident database Yardi.

THE SOLUTION: AN EASY TO USE SYSTEM

Wanting to communicate with residents more effectively and decrease the amount of incoming calls and complaints, Lincoln chose the Pocketstop RedFlag Notification System as part of their tenant crisis preparedness program and communication plan. *“RedFlag is so easy to use,”* says Cindy. *“It has a simple interface and is mobile friendly, so I can send messages from my desktop or phone.”* Now Lincoln can quickly and effectively communicate issues such as power outages before and during an event – and with the in-depth recipient read reports, ensure residents are receiving the messages.



RedFlag also eases admin frustration and headaches. With the prewritten, protected templates and ability to easily segment messages to specific groups of tenants, the entire staff is saving time and effort. And syncing with Yardi has eliminated the need to keep up with tenant recipient changes manually.

ONCE LINCOLN IMPLEMENTED REDFLAG, THEY SAW:

- Increased efficiency with less resident inquiry calls
- Decreased number of complaints due to inadequate communication
- Increased positive feedback from residents about communication during an issue

THE RESULTS: INCREASED RESIDENT SATISFACTION

With the implementation and use of RedFlag, residents have responded very positively. Complaints about ineffective communication have been reduced.

“RedFlag has been such a great benefit to our company and our residents – I would highly recommend the system.”