

Innovative call management for enriched customer experience



Solution Overview

MRI Software's CallMaX Answer is an automated answering service designed specifically for multifamily communities. Using the innovative speech recognition technology, callers can ask questions and get the information they want right away on a wide range of topics related to your community. Your leasing team will see these topics whether the caller leaves a message or not, turning a cold lead into a warm lead by arming your team with valuable insights.

Key Features

- Interactive Answering Service
 - Speech recognition technology to answer leasing inquiries
 - Lead management providing inquiry data to leasing and management staff
- Maintenance and courtesy messaging
 - Pre-scripted, immediate response messaging for maintenance services
 - Text photo to resident of responding service technician
- Staff monitoring and recording
 - Call recording for decreasing liability as well as staff development
- Customizable reporting
 - Weekly leasing, maintenance and courtesy call summary reporting

Business Benefits

- Increase lead opportunities by capturing all missed calls
- Improve resident satisfaction and retention with timely responses to all requests
- Decrease liability exposure with call recording
- Enhance caller experience providing immediate answers to leasing questions
- Improve staff accountability with flexible mobile access

