



"The Web to Text product gives us more flexibility with our communication, and enables us to keep our clients informed, at all times".

Sally Daragon
Mortgage Advisor



ABOUT WEB TO TEXT

Web to Text allows you to send and receive text messages using a standard web browser, with no need to install any other software.

You can text either a single person or a group of people at the same time, and contacts can be stored in our online address book. Once the messages have been sent, we'll show you when each one is delivered and if there are any replies.

CONTACT INFORMATION

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For more information on us and our products visit

www.toText.net

Instant customer communication, with the click of a mouse: that's what the combination of our 'Web to Text' and PCF can achieve

OUR CLIENT

Property & Commercial Finance Ltd (PCF) are independent Finance Brokers who specialise in Development and Investment Finance.

Over the last 12 months PCF have successfully arranged over £200 million of funding for their clients, through offering a range of finance products including: Bridging Finance, Commercial Development Finance, Buy to Let Finance, Commercial Mortgage Finance and Care Home Finance.

BACKGROUND

PCF take great pride in delivering first class customer service, and they see effective communication as an essential part of this.

Communicating with clients is essential in any business, but particularly when large sums of money are involved, and in many cases people's dreams and aspirations.

PCF had seen some of their competitors using non-traditional methods to communicate with clients, and saw this as an opportunity for them to further enhance their own offering.

OUR SOLUTION

On visiting the toText.net website PCF were quick to decide that we had a product that they would benefit from. "It was easy to find out exactly what we wanted".

'Web to Text' allows messages to be sent and received through the toText.net website. Messages can be sent to an individual or a large group with just a few clicks of the mouse. 'Web to Text' is a quick and simple method of sending text messages from a standard web browser. No special software needs to be installed, and no training is required.

Once the message has been sent, the system confirms when each one is delivered and registers all the replies that are received.

PCF use the 'Web to Text' product to communicate with their clients in order to keep them updated as to the progress of their mortgage application.

Whilst acknowledging that some of their clients will always prefer to be contacted by telephone, PCF have been quick to implement this system as an added feature and an alternative channel for those that wish to use it. "The Web to Text product gives us more flexibility with our communication, and enables us to keep our clients informed, at all times".

Keeping their clients informed at each stage of their mortgage process, helps PCF to instill peace of mind in all parties concerned.

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