



CENTURY 21 Alliance Launches Email Enhanced by Messageware

MAKING THE CASE

*Real World Solutions from
People in the Trenches*

A group of CENTURY 21 owners in the Philadelphia area consolidated their businesses to become the CENTURY 21 Alliance. Together the Alliance sells more homes than any other CENTURY 21 Company in Pennsylvania and currently ranks Top 3 in homes sold in the entire United States for the CENTURY 21 System.

As an area market leader, CENTURY 21 Alliance offices are equipped with state of the art technology to provide impressive presentations of services to buyers and sellers. Over 90 percent of the sales associates communicate with their clients via email and that number continues to grow daily. All new sales associates are required to have an email address in order to be a part of the CENTURY 21 System and access its impressive portal of information.

The Challenge

One of the CENTURY 21 Alliance's top priorities was a company-wide email system. The management team wanted to ease communication between all 250 employees, and present a unified front to the public. The solution needed to keep the cost of maintaining the Alliance's large network of public computers to a minimum, as well as meet the needs of its many mobile

The Results

Within just a month of PlusPack implementation, CENTURY 21 Alliance's email usage skyrocketed to 95 percent of users employing it on a regular basis. "Immediately, we started receiving feedback from everyone that using the system was so much easier," says Sauerbry. Since the initial deployment of OWA enhanced by Messageware, CENTURY 21 has grown to

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contractors and part-time employees. The company selected Microsoft Exchange Server and Outlook Web Access (OWA) as its email platform for its ability to provide email access anytime, anywhere.

Once implemented, Chad Sauerbry, director of IT for CENTURY 21 Alliance and his team were ecstatic and eager to see their hard work pay off—but their enthusiasm quickly turned to disappointment. After weeks and weeks, OWA's usage remained extremely low. Upon further investigation, the team pinpointed that the solution was quickly dismissed by virtually all of their users because of missing functionality, such as spell check, difficulty emailing fellow colleagues and auto signature. With their project failing, the team regrouped to investigate how to cost-effectively add missing features to increase the solution's usability.

The Solution

After a lengthy search, which included investigating expensive programming, the IT team elected to use Messageware PlusPack. By making OWA look and operate more like desktop Outlook, PlusPack improves user productivity and reduces complaints. For example, the solution offers access to multiple contact lists, the ability to address multiple recipients at once, spell check, built-in thesaurus, the addition of personal signatures to emails and private distribution lists. PlusPack seamlessly integrates these key features and more, transforming OWA into Outlook.

be the number one ranked CENTURY 21 Real Estate Company in the Northeast. Even with an Exchange Server environment upgrade, they still prefer to use OWA with the enhanced functionality and usability that PlusPack provides. "The two owners of our company have a dedicated Outlook client, but travel a lot to other offices," reveals Sauerbry. "However, they actually prefer using OWA over Outlook thanks to Messageware and Plus Pack." **TMP**

FOR YOUR REFERENCE »»

Messageware, Inc.
www.messageware.com

ABOUT CENTURY 21 ALLIANCE

CENTURY 21 Alliance was formed through the strategic merger of several of the most successful CENTURY 21 firms in Southeastern Pennsylvania. The company is one of the largest CENTURY 21 firms with 17 offices providing a full range of services for buyers, sellers, builders and investors. Located within five minutes of Philadelphia, the Alliance has over 600 sales associates and performs thousands of sales per year.
www.homesofpennsylvania.com