CASTLETON

.Digital

.Digital
Build your own web portals and apps with ease, with our first self-service offering to support enhanced digital engagement

.Digital is Castleton's first self-configured software solution that delivers a highly interactive platform to enable customer engagement. You know your customer needs better than anyone else and .Digital enables you to create tailored customer facing apps and portals with speed and ease, enhancing your service delivery and allowing your customers to engage with you on new digital platforms.

As part of the digitisation journey that many of our Housing Associations are on, we know that there is increasing demand for fully self-sufficient solutions that are flexible and adaptable enough to create bespoke customer journeys. Customers prefer to interact with us digitally, demanding access to information 24/7, with real time visibility of information. .Digital delivers on this.

Key features

➤ WYSIWYG screen designer

➤ Custom 'drag and drop' workflow builders, which include a range of standard controls and reusable style themes

➤ Embedded and customisable 'Connector' technology, to integrate with external applications

➤ Customisable themes across apps, portals and individual pages

➤ Progressive web app technology

➤ 100% Web-based application

➤ Hosted in our managed services data-centre

➤ Real time push notifications

Create your own customer journey
Design your own newsletters, forms, questionnaires and guided customer journey's - all tailored and bespoke to your residents. For example, display larger fonts or different languages.
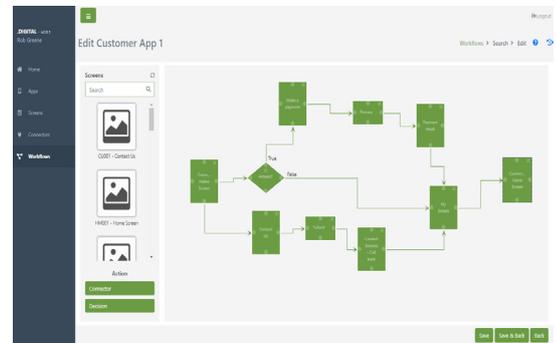
Key benefits

▶ Quick and easy to build

▶ Real time access to information for your customers

▶ Integrates with all the other Castleton software solutions, as well as external applications.

▶ Customisable to reflect your brand identity – with logo, fonts and colour themes.

▶ Continued functionality and enhancement developments

▶ Digital engagement – empower your customers to access, interact and review information

▶ Securely hosted, meaning guarantee of speed and no downtime

▶ You are in total control of your .Digital platform

Customise to your customer requirements

.Digital allows you to build a plethora of web portal or app dimensions for your customer interaction. These can include; statement and charge viewers, secure payments, see repair details and log repairs, update personal details, request a call-back, request an appointment, set up direct debits... the list goes on.

Ease of use

The simple drag-and-drop workflow configuration is easy to work with. You can configure cross screen navigation options, data-dependant display and transition events, plus multi-branched workflow across all platforms

.Digital can deliver critical services which will drive efficiency into an organisation, quickly becoming the 'norm' of how customers choose to interact with you. This allows you to spend valuable service time with customers who are in need of the most assistance.

Thanks to its integration capabilities, you can use your existing customer data from external applications to drive a truly tailored interaction with your customers. The .Digital platform is capable of delivering that tailored experience, for example larger font screens or use of different languages. Hence, allowing you to serve your customers the best way possible.

.Digital can deliver fully automated "structure-less" data processing from any available data source. This means you can automatically import and process data from any available source with options to configure customised data entity definitions.

You can authenticate customers using a variety of methods; including standalone named users, integrated active directory and a variety of social media options using standard development techniques.

.Digital works across all platforms and equally optimised to display on all types of devices. This flexibility, ease of use and endless application opportunity means that you a full in control of your .Digital platform.

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