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Active Website Releases Mobile LifeCycle to Enterprise Network Members

PRESS RELEASE

Denver, CO – In an effort to quicken response times for online inquiries, Active Website has released the mobile version of LifeCycle, [The Active Enterprise Network's](#) inquiry management system. Since the launch of LifeCycle in 2008, Enterprise Network members have been able to track and monitor online leads, manage customer data and offer support to those looking to buy or sell a home.

Keeping customers at the forefront of development was important in order to ensure the system met the needs of today's online users. By maintaining consistent and efficient communication with customers through LifeCycle, members have an effective strategy in place to increase conversions on the web.

Taking LifeCycle one step further, the mobile version will provide quick and easy access to individuals monitoring LifeCycle remotely and on nights and weekends. This will allow LifeCycle users to have immediate access to customer information, communications and recent activities with similar functionality as the web application.

Through LifeCycle Mobile, members have the ability to:

- Monitor agent/customer communications
- Access customer information quickly
- Respond to customer inquiries via email in a timely manner
- Direct calls to agents and customers through the mobile application
- Create and update notes on the fly without having to re-enter information later via a computer

"In today's world, consumers expect instant gratification – which means quick response times are imperative in order to meet an online customer's need to be heard. Mobile LifeCycle provides The Enterprise Network the ability to streamline meaningful responses to their online customers faster than industry standards," states Jen Ibanez, LifeCycle and ROI Manager at Active Website.

Boasting a clean, simple and easy to use interface, LifeCycle mobile will be supported on iPhone and Android devices. For more information on the mobile version of LifeCycle, read our blog post, [Active Website Releases Mobile LifeCycle](#).

About the Enterprise Network

[The Active Enterprise Network](#) member base is by invitation only. Comprised solely of private real estate firms, The Enterprise Network does not accept national brands and only works with one company per marketplace. This exclusivity allows for open



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collaboration and sharing of information within The Network, free from any conflict of interest. The goal for members under The Enterprise Network umbrella is to address the technology demands that are emerging in today's changing real estate market. Together, Enterprise Network members can make the best decisions concerning implementation of systems and solutions, ultimately leveraging everyone to higher levels of business.

About Active Website

Active Website is a Colorado-based company specializing in web design and development. Founded in 1998, the company has rapidly become an industry leader with major clients including [Ebby Halliday Realtors](#), [The Group, Inc.](#), [Helen Adams Realty](#), [The Kentwood Companies](#), [LandVest, Inc.](#), [Milestone Realty Consultants](#), [N.T. Callaway Real Estate Brokers, LLC](#), [Windermere Tri-Cities Real Estate](#), [Wright Kingdom Real Estate](#), [Residential Properties Ltd.](#), [Charles Reinhart Company Realtors](#), [Smith & Associates Real Estate](#), [The Danberry Company](#), [Skogman Realty](#), [Turpin Real Estate](#), [The Hasson Company](#), as well as several new members to be announced soon.

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