

Guide

5 Quick Tips for Better Tenant Communication

Introduction

Communication is a fundamental part of any customer relationship. Because all building occupants are increasingly being thought of as direct customers to property management teams, effective communication is now key to fostering these relationships.

In our recent study, [The Tenant Experience Gap Report](#), we found that seventy-five percent of CRE professionals feel confident that building occupants consistently receive important information from them, but only twenty five percent of occupants agree. Evidently the current ways property teams communicate with tenants aren't working as well as we think and may even be outdated.

Update communication methods with these tips to ensure proper communication between tenants and property teams and ultimately enhance and increase tenant loyalty.



1. Speak to the Right People

Your customer is more than just the day-today contact or lease signer. Develop a process that enables you to communicate with a larger subset of people and deliver information that they actually want. What matters to tenants is the experience that the buildings they work in provide to their employees. In most cases the majority of your building occupants want to hear about amenities and events that are happening in your building and the surrounding area. Again, everyone in your building is your customer, not just the person who signs on the dotted line so expanding your communication reach and serving up relevant information leads to a better overall experience for all building occupants.

2. Use the Communication Channels Tenants Prefer:

According to the report, eighty percent of building occupants' preferred method of communication with friends and family is SMS text message and other messaging apps such as Slack, Skype, etc., over phone call and email. Additionally, seventy-seven percent of the same group would prefer to communicate with building management through the same channels.

Consequently, property teams should prioritize implementation of these communication channels even if there is a system in place today. Given the rapid development of technology, dated processes will only drive business so far. Implementing message app communication allows tenants to communicate with their property teams on the platforms they prefer. Empowering tenants to take advantage of technology they already use to communicate ensures strong user adoption because these are the tools they are regularly on. To improve communication, tenants need to be able to communicate with their property teams in realtime, from whichever channel they desire.

PRO TIP: *Simplify the management of tenant contact list. Hint: it shouldn't be in outlook.*

3. Encourage Two-Way Conversational Communication

Tenants often communicate with property teams through an online portal or mobile application that typically requires multiple form fills. However, these forms don't always relay all necessary information to property teams. And quite often property teams will have a question regarding a submission that they need clarity on to proceed, which, at times will delay the service. Using simple messaging tools that promote two-way conversations allow for more casual communication between property teams and tenants. This way property teams can gather any and all information as well as ask questions for clarification if needed in a simpler and quicker manner. In fact, tenants value the visibility and control provided by these open lines of communication, which will only serve to improve their relationship with property teams.



4. Cut Through the Fog and Give Tenants the Information They Want

Property teams send a lot of information to tenants almost daily, but is it information that tenants truly care about? Many times, property teams make assumptions about what information is important to tenants. Of course, communication about fire alarm drills is necessary, but many times the buck stops here.

Property teams need to keep in mind that tenants care about the overall workplace experience, not just the building they work in. This means they care about different events happening in the area, outside the building. New restaurant openings? Planned sidewalk construction? Free concert in the park two blocks away? Let them know! This is the information that will improve the workplace experience. Providing information that tenants actually want to know will encourage them to look forward to emails from property management teams instead of glancing over typical emails about building maintenance.

5. Be Human

Typical communication from property management teams include basic email messages to confirm a tenant's work request or state that there will be construction in the building on a certain date. These emails are lackluster at best. As a property manager, do you enjoy reading dry emails with very little personality? Neither do your tenants. By incorporating personality into communication messaging, tenants will enjoy reading content more, keeping them engaged in the communication coming from property teams. Adding a human touch to communication can also further the brand of property management teams.

Communication is the future to strengthening relationships with tenants and ensuring a top-notch occupant experience.

Without proper communication between property teams and building occupants, fostering a positive and strong relationship can be extremely challenging. Using these tips, property teams can improve the way they communicate with tenants, ensuring an excellent occupant experience and future loyalty from your building occupants.

About Building Engines

Building Engines is an operations platform designed for modern commercial real estate organizations to connect and align people, processes, and activities. Our property management tools transform activity into intelligence so that CRE professionals can control their changing work environment with confidence, improve building operations performance, and increase asset value.

Many of the leading public REITs, private ownermanagers and third-party management firms use Building Engines to provide outstanding tenant service, maintain assets, improve operational efficiency, mitigate operational risk, and make better, data-driven decisions. Building Engines is used in over 2 billion square feet of multi-tenant commercial office, medical office, retail, and industrial properties in the United States and Canada.



ADDRESS

Building Engines HQ
33 Arch Street, Suite 3200
Boston, MA 02110