

Ebook

5 Real Benefits of Using Mobile in CRE Building Operations

Mobile is the new normal for CRE building operations. Property managers and maintenance employees don't get the job done behind a desk. You're constantly putting out fires around your buildings (hopefully not actual fires).

Ever wish you could clone yourself to be in two (or more) places at once? Today, you've got to manage work from anywhere -and that's what mobile CRE tech is all about.

Property managers who haven't yet adopted mobile technology rely on ad-hoc hallway conversations with tenants, vendors and Owners to keep tabs on their buildings. Then, they're tethered to a desk to complete a mound of paperwork.

If you're relying on pencil and paper, spreadsheets, hallway conversations, forgotten information, and a lot of guesswork to get the job done, you're exposing the organization to risk (and limiting your visibility into insights.) This is the old way. And it's an inefficient, slow, and unreliable way of managing building operations.

Mobile: The Next Evolution in CRE Tools

The good news is that CRE tech has come a long way since two-way radios. Remember when the internet was first introduced into the workplace? Suddenly, there was a more efficient and easy way of getting the information you need, when you needed it.

Today, this information is available in our pockets on devices - not just on our desktops.

Organizations and property managers cannot rely on employees sitting at their desks all day, it's simply not how the job is done. Instead, mobile technology is helping commercial properties mobilize their workforce, keeping them connected to critical building information at all times and giving them the freedom and flexibility to manage and respond to tasks remotely.

Mobile is changing the CRE industry.

Here are 5 reasons leading organizations turn to mobile to differentiate their businesses, and get the job done -better, faster, and smarter.

In fact, for the first time in history, more people around the globe are using mobile devices to access information on the internet than their desktops, as of late 2016.¹

-StatCounter Global Stats

<https://gs.statcounter.com/press/mobile-and-tablet-internet%20usage-exceeds-desktop-for-first-time-worldwide>



1. Manage work orders remotely

Nothing matters more than satisfied tenants. They're the key to your renewals and loyalty.

But, tenant demands can quickly stack up for building engineers. They're usually juggling a mix of urgent tenant requests with scheduled preventive maintenance items needed to keep the place running.

Today, even with email, the process of fulfilling work orders and preventive maintenance is laborious. Your engineer receives an email when he is at his desk on his computer, prints out a schedule, and does the job - only to have to come back to that desk to complete paperwork.

With mobile, we can eliminate these time gaps, identify the right individual for the job, assign it to him wherever he is on the property, and inform the tenant it's been received. It makes engineers more efficient, improving customer service, and driving occupant satisfaction.

When equipped with a mobile device, your engineers are essentially always on-demand to access critical building information and be notified of tenant needs remotely. In the moment, tenant requests can be delivered to the right engineer who is responsible for doing the work, with consideration to his access to a cell or wireless network. If there's not a response in a specified time, work can be routed to the next person in line.

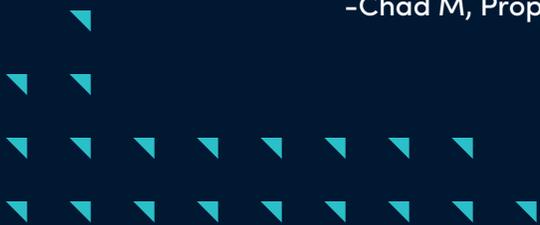
Engineers can move about the property without being tethered to a desk to file notes, or understand what needs to be done. They are empowered to manage their lives, and their priorities, from their smartphones.



“Building Engines provides a long overdue software solution to managing buildings. It’s very user intuitive and is scalable for as complex or streamlined as the properties we manage. The ability to be mobile is probably the best feature for our engineers, while allowing our tenants to constantly see what is going on with their work orders. B

Building Engines allows us to keep track of all of our janitorial and engineering work orders in an easy to use tracking system. This is cut down substantially on the amount of time it takes the Work Orders to be completed, as well as preventing WOs to fall through the cracks or not be followed up on. Having the tenant complete a survey after the work order is completed allows the tenants to immediately give us feedback on the work, which lets them know we take their issues seriously and can fix the issue if they are unsatisfied.”

-Chad M, Property Manager for Harsch Investment Properties



2. Keep a finger on the pulse of tenant satisfaction

It's 10:00am. Do you know how satisfied your tenants are? 71% of CRE owners and managers believe that all tenant employees are now their "customer" according to Building Engines' Tenant Relationship Management Benchmark Report. However, a majority of these owners and managers are only "somewhat" or "not at all" effective at capturing insightful sentiment from tenant employees (52%).

Only 20% are confident they understand the satisfaction of building workers.

In a mobile-first CRE world, it's easier to understand tenant satisfaction than ever. For example a work order or service request is routed to an engineer, who can make notes and complete the request on his device. Then, the tenant is notified through their preferred channel (email, mobile, etc.), giving them the ability to give a quick rating on the quality of the work.

By tracking this rating, and measuring time-to-resolution, you can understand powerful new insight into service metrics.

It's time to replace the year-end survey and manual check-ins, and instead take a real-time pulse of tenant satisfaction.

Property managers must understand the quality of their team's work, and their tenants' satisfaction at a moment's notice. You'll want this info:

- ✔ ahead of tenant meetings
- ✔ to address complaints – if the tenant has a complaint, you can deflect from this incident with a record of positive experiences from the past
- ✔ for lease renewal conversations
- ✔ for annual, quarterly, or monthly meetings

These tenant meetings can be nerve-wracking. Often, property managers are walking in blind to a session, hoping for a positive outcome or spending excess time collecting information in preparation, such as:

- ✔ Are there outstanding work orders?
- ✔ What hasn't been addressed for this tenant?
- ✔ How have we done in the past with this individual customer?
- ✔ What is the status of their certificate of insurance (COI)?

When this information is collected on-the-fly and available on a smartphone, a property manager is empowered. They can see at a glance any open issues, and the overall service satisfaction rating. They can also capture notes within these meetings on their device, not on easily-lost papers, for quick access later.

One of the nation's leading owners and managers of healthcare real estate, Lillibridge, manages 20 million square feet of their portfolio on the Building Engines platform. They worked hard to adapt new processes to mobile devices used by Property Management and Maintenance teams, especially pertaining to tenant service request delivery.



With Building Engines' mobile app, Lillibridge was equipped to answer questions such as:

- ✓ Are we hitting our service delivery targets?
- ✓ How do our people know how to prioritize tasks each day?
- ✓ Who are our peak performers and where should we seek improvement?
- ✓ Which tenants are being underserved or overserved?
- ✓ Which buildings are performing better than others? And why?

With a strong service SLA in place and data in place to prove their buildings' performance against this KPI, Lillibridge was able to keep tenants and drive improved renewal rates, achieving a 73% improvement in documented service delivery.

3. Smarter insights for building-wide visibility

Mobile technology and CRE software gives property managers a centralized way to collect all building data in one place, revealing insight they've never had access to before. For example:

- ✓ understanding productivity rates
- ✓ where time is being spent
- ✓ where more resources are required
- ✓ COI coverage
- ✓ tenant satisfaction
- ✓ service delivery
- ✓ incident tracking
- ✓ building health

When building owners need to know what's happening across their properties, managers must report on preventive maintenance, hours, and staffing levels. As these managers are under constant pressure to justify the staff they assign to various properties, insights and data are critical to making the business case

Mobile apps collect data in real-time, in the moment. This data builds the groundwork for Operations Performance Management - a proactive way offsetting benchmarks and targets using real and current data to document and prove service delivery and tenant satisfaction.

4. Manage incident tracking with less risk

The use of mobile in risk management is an increasingly important objective for property owners. In our recent study, we found that the #1 risk and life safety area managed using technology is incident reporting and tracking (71%), followed by broadcast and emergency messaging (64%) with emergency procedure and document storage ranking at #3 (64%).

- ✓ Organizations are turning to mobile to:
- ✓ reduce their exposure to risk
- ✓ increase preparedness
- ✓ safeguard occupants and staff
- ✓ reduce the expense associated with insuring their portfolios against liability.

² Building Engines' Tenant Relationship Management Benchmark Report

When an incident does occur, security team members and building staff use mobile incident tracking to respond swiftly when an incident occurs, from anywhere. This matters for 3 reasons:

1. To document important responder and event details, capturing information including photos and videos in the moment, and attach them to incident reports.
2. To notify the right people, instantly, with a mobile app that allows employees to broadcast messages to predefined groups such as asset managers, insurance companies, or risk management contacts.
3. To maintain accurate historical records and generate reports. You'll need this information for risk assessment and liability protection. In the event of a loss, you can use this documentation to prove your building was regularly inspected and/or proper procedures were followed.

Ultimately, the goal is to minimize financial loss because of the lack of data collection from lawsuits that could be filed months, even years after an incident. You've also got to make occupants feel safe, protected, and ready for the unexpected.



5. Communication when it matters

Every tenant in your building should be prepared in advance on what to expect from property management staff during times of crisis. They should know to look for real-time communications from you, who to contact, and most importantly, how to evacuate or respond. You've got to evolve past repetitive announcements, unnecessary signage, and missing contact information in a critical situation.

Organizations are turning to mobile systems to empower instant communication between tenants, employees or vendors in your building. Some companies use a shared mobile app, others rely on SMS text message, or email, or a combination of all three.

What's more, a mobile system allows this communication to happen from anywhere. If there is a natural disaster such as flooding, or a tornado alert, a Property Manager does not need to be in the building to notify tenants and take action. They can communicate in real-time with tenants who can respond to a voice or text message and provide critical information about their status. This is a top priority in the event of an emergency.

It's time for mobile CRE

The ability to manage and work from anywhere will change your business. By keeping everyone on your properties connected, providing access to essential building activity information at all times, and empowering your employees to manage and respond to tasks remotely, CRE organizations save time, improve tenant satisfaction and increase retention.

It's an exciting new way to make the job of a property manager or engineer easier, more reliable, and faster. But it's not just for building employees. According to leading experts, large office tenants want more mobile, cloudbased, and wireless technologies that support "work from anywhere" environments.³ You've got to be prepared to adapt to these increasingly mobile tenants.

Overall, mobile gives you greater control over your properties, and enables your teams to be their very best. It changes the very nature of property management. Instead of reactive, you can be proactive. Instead of manual and slow, you can be sophisticated and efficient. Above all, you have what you need to stay competitive, and understand the health of your buildings at a glance.

It's no wonder why leading CRE firms consider mobile to be a source of competitive differentiation as they contend for tenant acquisition, satisfaction and loyalty – and win.

³Mark Heschmeyer, Changing Office Trends Hold Major Implications for Future Office Demand, CoStar.com

Don't fall behind.

Talk to a property management expert at Building Engines today, and learn how to get your properties up and running on mobile.

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