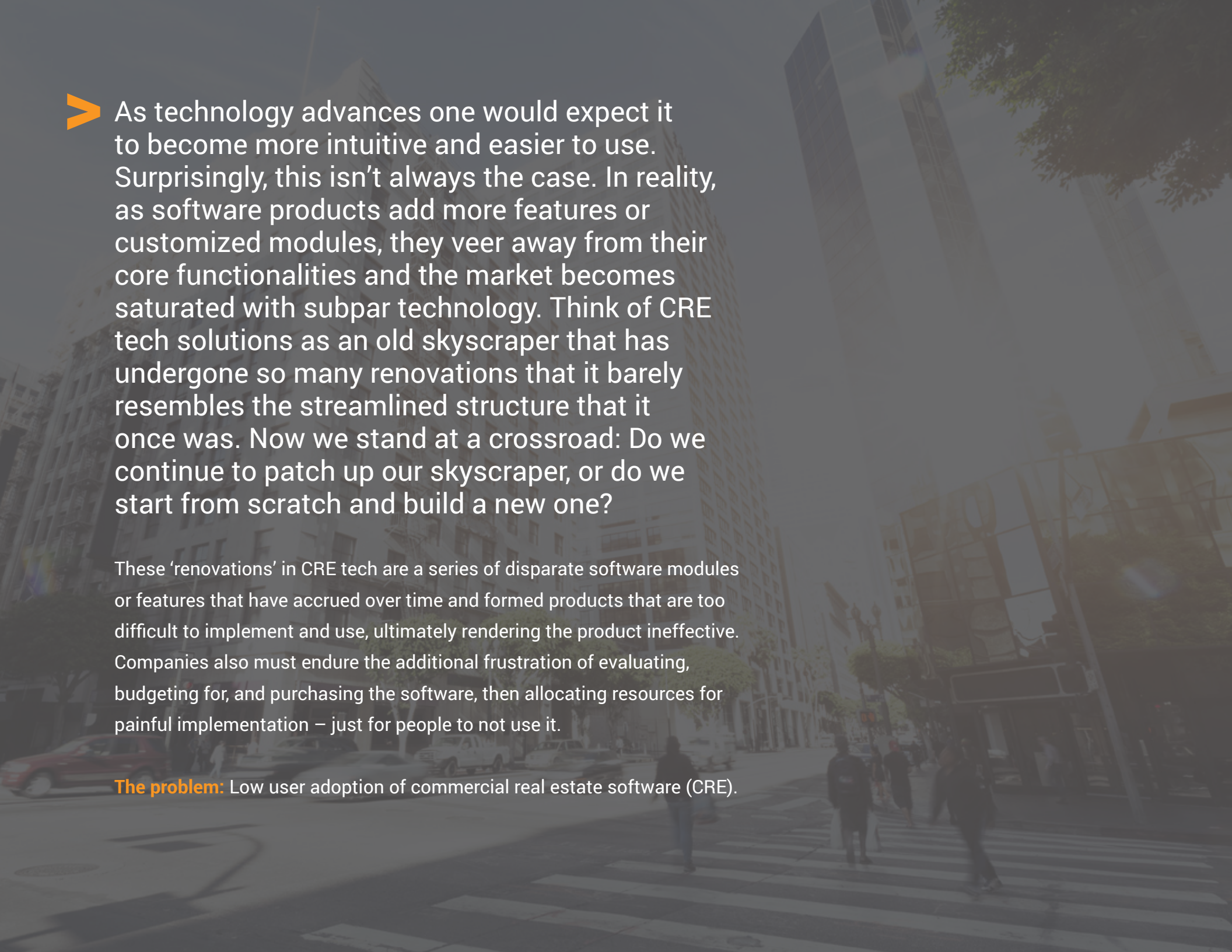


Improving User Adoption of Commercial Real Estate Software Starts with **Technology**, Not End Users





➤ As technology advances one would expect it to become more intuitive and easier to use. Surprisingly, this isn't always the case. In reality, as software products add more features or customized modules, they veer away from their core functionalities and the market becomes saturated with subpar technology. Think of CRE tech solutions as an old skyscraper that has undergone so many renovations that it barely resembles the streamlined structure that it once was. Now we stand at a crossroad: Do we continue to patch up our skyscraper, or do we start from scratch and build a new one?

These 'renovations' in CRE tech are a series of disparate software modules or features that have accrued over time and formed products that are too difficult to implement and use, ultimately rendering the product ineffective. Companies also must endure the additional frustration of evaluating, budgeting for, and purchasing the software, then allocating resources for painful implementation – just for people to not use it.

The problem: Low user adoption of commercial real estate software (CRE).



Why People Don't Use the Software They Purchase?

Clunky design is not the only reason people aren't using the technology provided to them. Other reasons include:

- ▶ Weak leadership from executive team, resulting in low team buy in
- ▶ Resistance to change within the organization
- ▶ Lack of software training

While all these reasons need to be addressed eventually, **leaders in the CRE tech industry need to tackle poorly designed solutions and provide users with the best user experience possible to increase overall software utilization.**

The solution: In an effort to increase user adoption of commercial real estate software, technology providers must keep these three points in mind when creating new or updating old solutions.

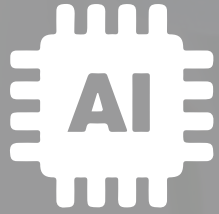


1.

Strip out unnecessary features

The first step is to strip away nonessential software features that have been added in over time. In a world where real estate organizations have access to thousands of CRE solutions, people are craving simplicity, ease of use, and better guidance from their tools. This means that many products that have become

cumbersome and pieced together with band-aides throughout the years, need streamlined user paths resulting in a new look and feel for users. Solution providers that are able to provide simple interfaces that have easy to navigate paths will be set up for success in the coming years.



2.

Growing use of artificial intelligence (AI) and machine learning

Although AI has influenced technology for decades, it is more present in our lives than ever before. We see it in wearable technology, business and consumer software, and even home devices such as Amazon's Alexa.

The ways we use AI in other aspects of our life translate well into how the CRE industry could use it. If we were to translate Alexa's capabilities to the CRE industry, for example, a property manager could ask the technology, "what tenant has the most work

orders this week?" and they would receive a response telling them the specific tenant. In addition, the technology could let them know which work order type was submitted most frequently that week. Without having to dig for this information, it is provided almost instantly and with minimal effort from property teams. AI will eventually permeate all tech driven industries, including CRE allowing information to be readily available and ultimately making for a better and streamlined user experience.



3.

Simple, conversational communication through technology

The way we interact with software is becoming more conversational. This means that in the future property managers will interact with their software much like the easy conversations you can have with Alexa. Rather than sorting through a complex navigation bar in software to find the correct information, then having to click around more to sort the data to finally find the answer you were looking for, you'd be able to ask specific questions and receive the answer in seconds.

Think about the way you text with your friend or relative, you simply ask a question to get

an answer you want. Property teams could do this through tools we are already familiar with such as messaging apps like Slack, SMS text message, or virtual assistants like Alexa. Ultimately, conversational technology eliminates pesky form fills and other clunky ways of navigating rigid technology and replaces them with simple conversational interfaces (i.e. messaging apps, chat bots, Alexa). This will remove the frustration users have felt for years. Communicating in a conversational two-way fashion is crucial to getting both tenants and property teams to utilize CRE technology to the fullest extent possible.

.....

The root of the problem with the CRE tech industry is not that people don't want to use technology anymore, it's that they don't want to use the technology that is available to them. When CRE tech is as easy to use as other tech solutions in our lives, challenges with user adoption of commercial real estate software due to design and experience will become rare. If CRE tech providers solve the user experience problem, they will likely solve the adoption problem.

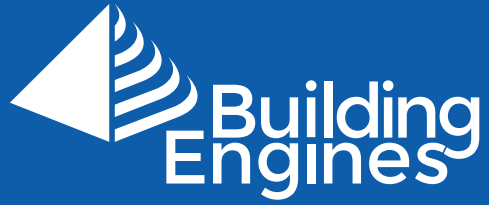


ABOUT BUILDING ENGINES:

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 owner-managers 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.

www.buildingengines.com



BUILDINGENGINES.COM

866.301.5300

INFO@BUILDINGENGINES.COM

© Copyright 2019 Building Engines, Inc.
The information contained herein is subject to change
without notice. BEI shall not be liable for technical or
editorial errors or omissions contained herein.