

6 Reasons to Use Smartphone Technology to Increase Tenant Satisfaction



Tenant engagement and the customer experience are top priorities within today's property management industry.

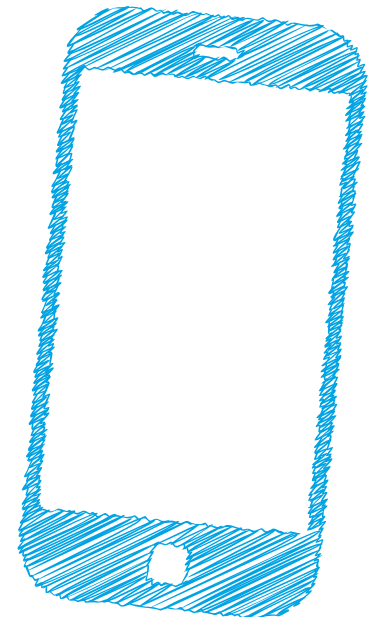
While much of the world has embraced technology innovations like cloud software and mobility, Commercial Real Estate (CRE) is often still managed in antiquated ways, using paper-based processes or Excel spreadsheets.

But, the industry is changing. A wave of new CRE technology is impacting the efficiency of property managers and their teams, providing new levels of productivity and insight for building owners.

Most importantly, this technology is creating happier, more satisfied tenants.

Every day we rely on mobile devices. As you work hard to satisfy tenants, that same convenience you're used to from the Smartphone in your pocket can help to delight the occupants in your buildings.

It also allows owners to increase rates and revenues from properties offering optimal levels of convenience and high-quality service.



Here are **six** reasons to use
mobile to delight tenants:



1. Help your tenants retain employees

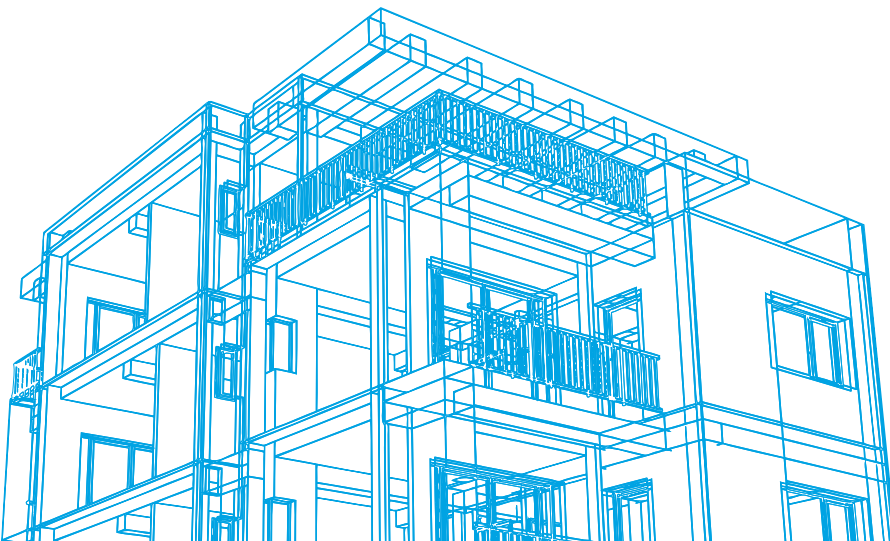
The ways tenants engage with their buildings and management team have changed. Their expectations are higher. The traditional methods of having a tenant log on to a website, access a portal, or actually pick up the phone, are gone (or, soon will be.)

The expectation of today's tenants is that they should be able to use their mobile device to engage with their management team the same way they use their phone to call an Uber.

This isn't just about convenience. Properties have become a way for our tenants to retain their talent and satisfy their workforce.

Building management is now a partner to the tenants in their buildings to help them attract and retain employees and build their businesses by way of the amenities provided. Mobile technology, and the convenience, efficiencies, and benefits it brings, is an attractive offer for the prospective employees of your tenants.

It's a core part of improving this partnership between tenants and building management.

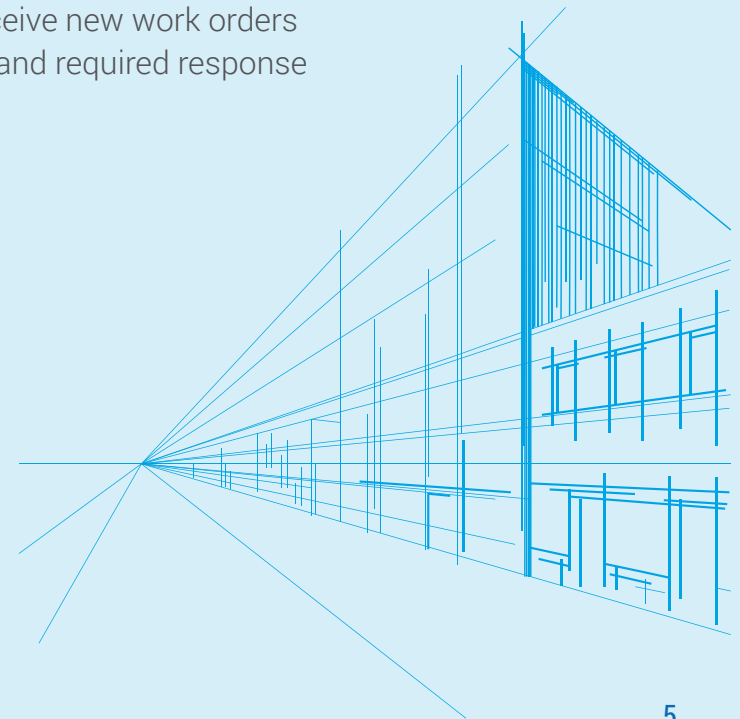


2. Increase productivity and shorten response time in maintenance

Mobile technology can make the world of maintenance a competitive advantage, not a necessary evil.

With a mobile CRE solution, your maintenance teams can view equipment manuals, floor plans, schematics, and instructional videos to improve the quality of their work in the field, mitigate risk, and save time chasing down information manually. They can also attach current certificates and equipment servicing information to work orders and inspections, all from their smartphone.

Whether they're connected to the internet, or out of service range, they are empowered to work through an app that doesn't rely on connectivity. Even offline they can track arrival and work completion times, and escalate issues in the moment. Throughout their day, they can receive new work orders with updated priority and required response times.



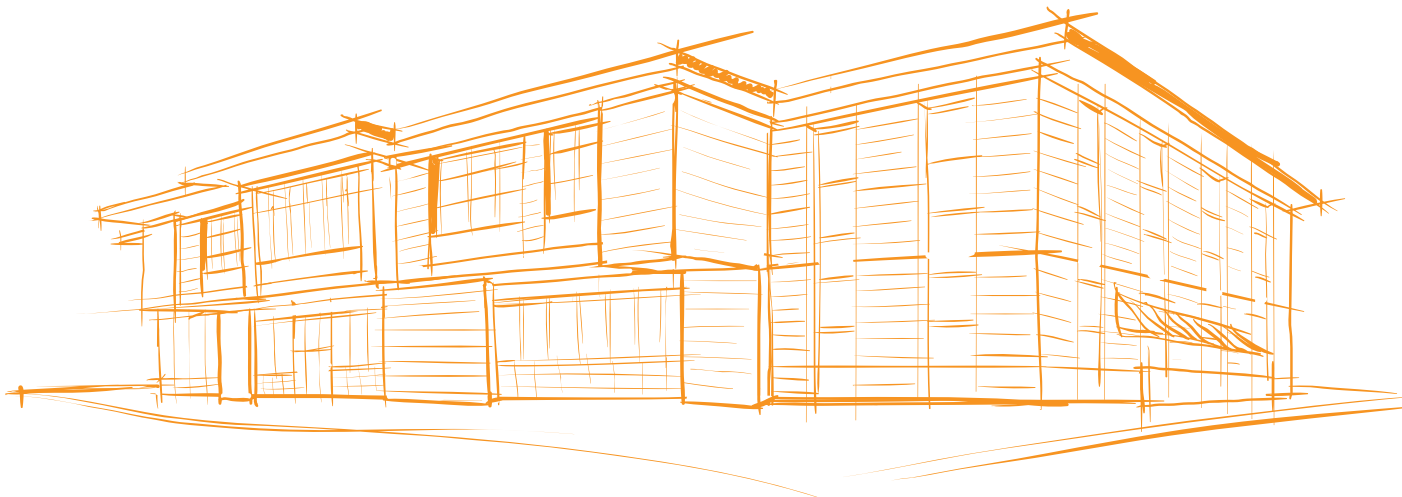
3. Improve visibility to building owners

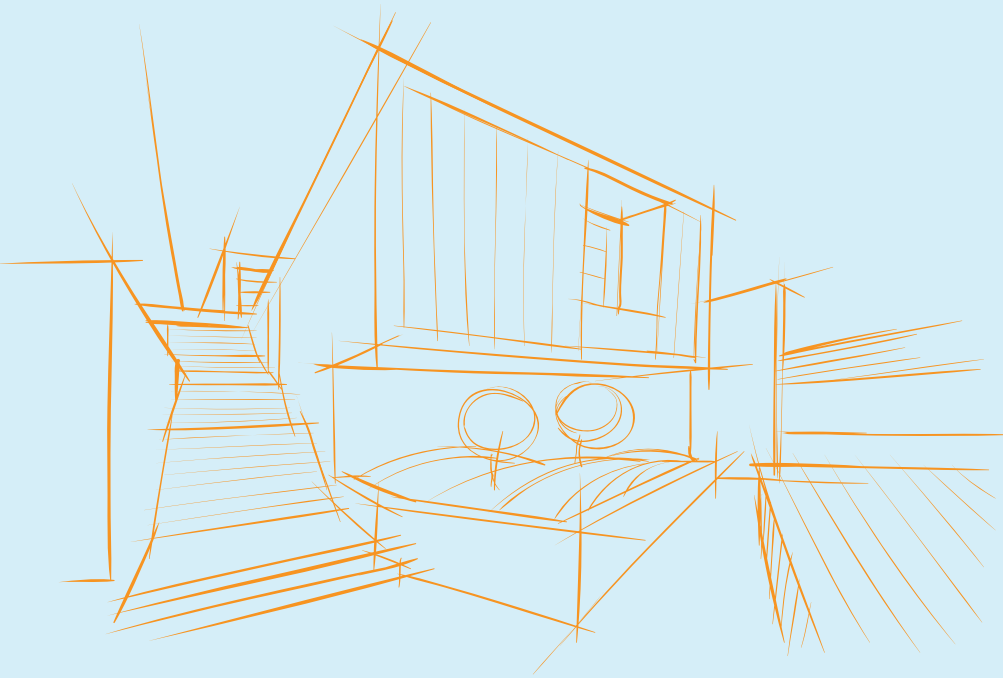
Building owners want to know where they should be investing their resources and dollars in their properties to maximize tenant satisfaction. With data collected from mobile devices across their property management teams and tenants alike, owners are able to gain a line of insight into what's happening within their buildings.

This includes:

- ▶ Real-time levels of tenant satisfaction from continual surveys and feedback
- ▶ Service performance metrics such as response and completion time
- ▶ Understanding which buildings are performing better than others - and why

This data builds the groundwork for Operations Performance Management - a proactive way of setting benchmarks and targets using real and current data to document and prove service delivery and tenant satisfaction, while building revenue.





4. Respond to and resolve incidents faster

With the right mobile technology, security team members and building staff who are the first to respond to an incident can communicate with the appropriate emergency contacts instantly. Then, they can notify asset managers, insurance companies, or risk management contacts to ensure the right people are in the loop. They can also enhance incident reports using photos to capture critical details in the moment.

This is helping organizations reduce their exposure to risk, increase the preparedness of their staff, safeguard occupants and staff, and reduce the expense associated with insuring their portfolios against liability. With accurate historical records, this documentation can be critical in proving your building was regularly inspected, or the property procedures were followed.

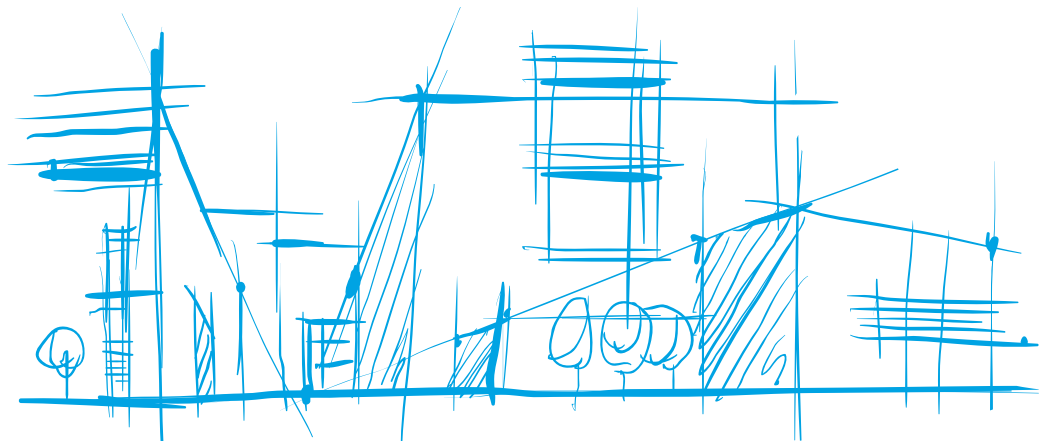
5. Communicate with tenants quickly and easily

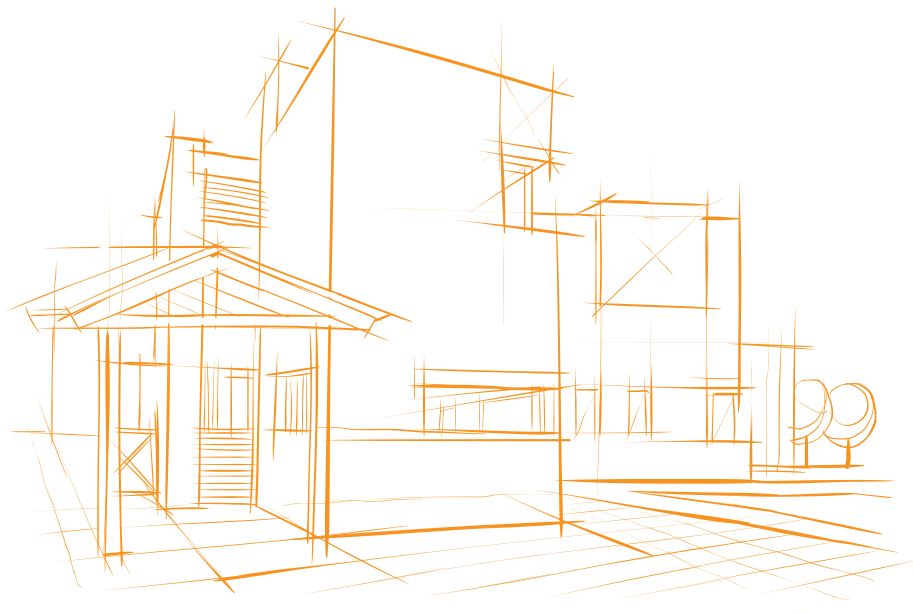
Property managers seeking to meet these rising expectations leverage mobile to communicate more quickly, and effectively with tenants.

With a mobile messaging capability, you have the ability to distribute messages to a large group of people instantly, rather than manually getting in touch with a typical point of contact. Stop hoping that the email you sent to a busy CEO will eventually get forwarded to the rest of their employees in the building.

Mobile allows for in-the-moment communication, wherever you are, enabling you to distribute important information at your convenience. Whatever's going on in your building, inform every tenant with pre-defined messaging groups. Segment your community effectively and instantly reach who matters.

Your tenants want to be kept up-to-date and well informed. They want to hear from you on the channels they prefer to use to communicate - email, SMS, and online. With mobile, you're equipped to send emergency information, or everyday building activity updates, from the device in your pocket.





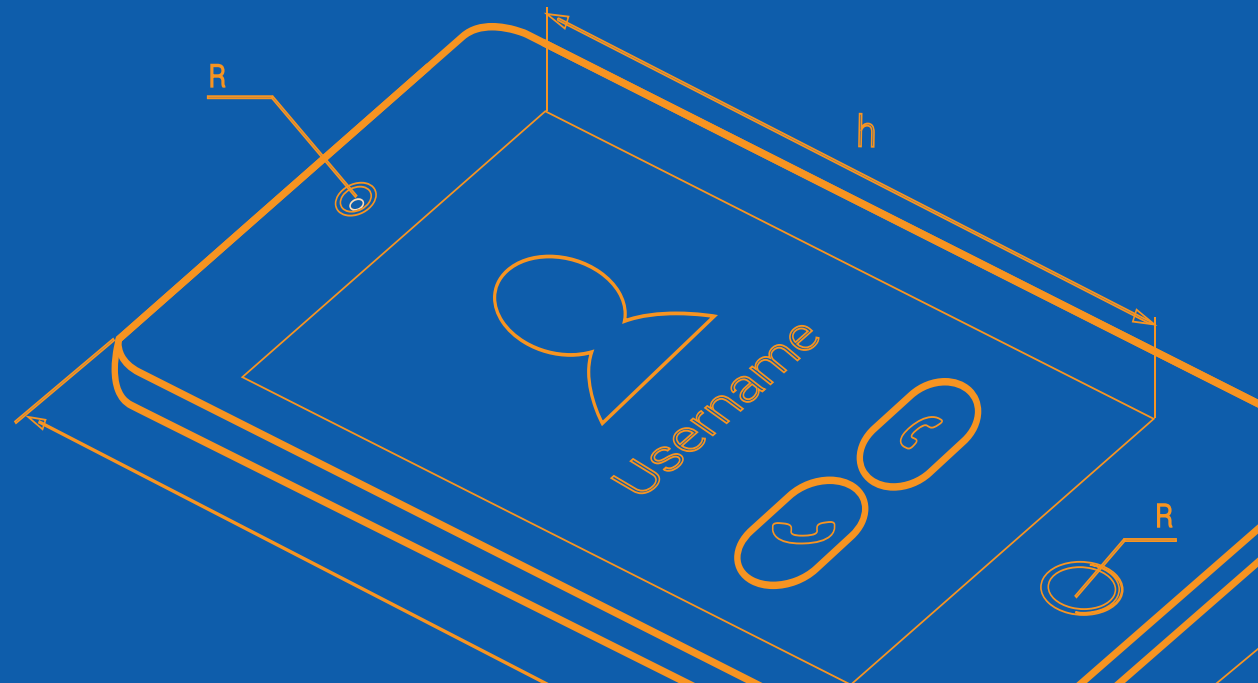
6. Improve building visits and tenant meetings

Tenant meetings generally go better when you're fully informed. Unfortunately, the information needed is usually scattered in multiple locations and formats among different members of the building team, and is difficult to gather.

Easily collect and share what's needed for more productive tenant meetings with anywhere, anytime access for any member of the team, and never show up unprepared again.

Product highlight:

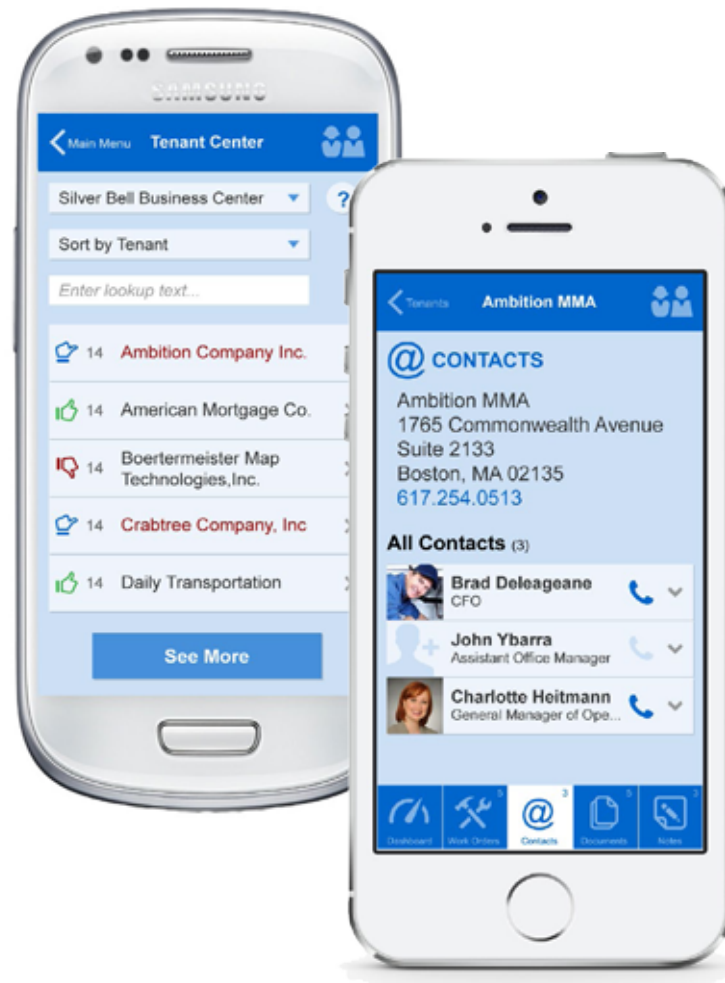
Building Engines Mobile Tenant Center



Building Engines Mobile Tenant Center provides property owners and managers, maintenance staff, brokers, and other members of a building team with instant access to key tenant information from their mobile device – improving building visits and ad-hoc meetings with tenants.

Be better informed with on-the-go access to:

- ▶ Tenant Contact Info (including Profile Photos!)
- ▶ Tenant Satisfaction Levels
- ▶ Work Order Details
- ▶ Certificates of Insurance
- ▶ Leases
- ▶ Notes, Photos and Videos



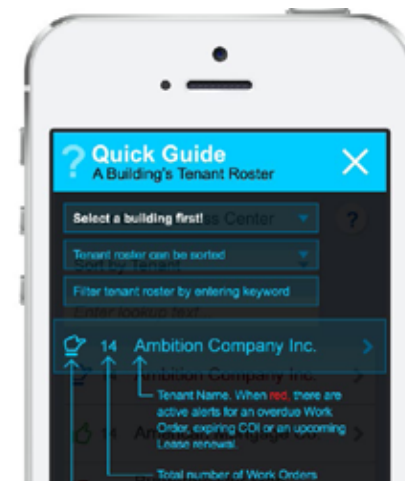


Part of the Tenant Relationship Management toolset, the Mobile Tenant Center features a quick lookup tool, and the ability to filter information by a variety of qualities including tenant name, satisfaction rating, number of open work orders, or tenants in alert state.

Each tenant organization page displays a number of key operational metrics and critical alerts, including expired leases/COIs, deteriorating tenant satisfaction levels, and active work orders.

Take action such as create a work order, add a note, or send a communication. Capture notes, and actions, by voice for ultimate convenience.

The app is easy-to-use, and available in areas of low connectivity, or offline (like the basement.) The Mobile Tenant Center is available on all devices and operating systems including iPhone, iPad, Android, and Blackberry.

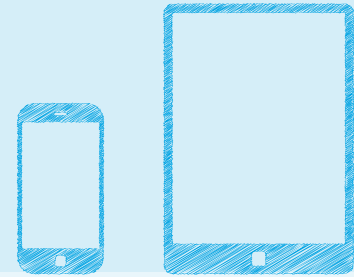


Adopting mobile in your property management is part of strategic tenant outreach - what happens when you shift your focus from day-to-day service delivery (and putting out fires) to instead develop proactive strategies for delighting tenants on a continual basis.

As you consider what tools you need to keep tenants happy, and keep owners informed, consider mobile CRE technology. Take advantage of the major gains in efficiency mobile CRE technology provides to improve the most critical aspect of your job - the satisfaction and loyalty of your tenants.

Building Engines SaaS (software-as-a-service) based web and mobile property management platform helps operations teams improve service delivery, mitigate risk, connect with tenants, and maintain their properties, using performance-based insights gathered from day-to-day tasks.

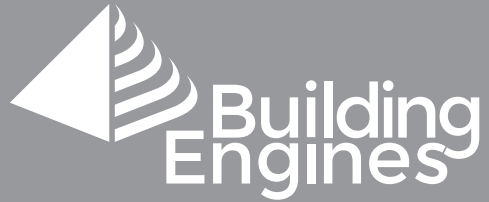
Leading companies like Beacon Capital, Normandy Real Estate Partners, John Hancock Real Estate, Biomed Realty, and many others already trust Building Engines to help them reduce costs, increase efficiency, and create a brand tenants love.



Get started with mobile:

Schedule a session with a mobile CRE expert from Building Engines. Learn how to improve your tenant services, save time, and increase revenues with our industry-leading mobile technology.

[REQUEST DEMO](#)



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