

How Prism and HqO improved tenant engagement in Class A office building

The challenge



One management team, led by a seasoned General Manager, was tasked with overseeing the operations of the Class A office building located in Dallas, TX. The 156,000 sq. ft. building is home to 15 tenants.

Despite managing the building successfully for over 10 years, evolving tenant expectations and a vision inspired by the owners' background in the hospitality industry, the team needed a drastic overhaul of the property's management tools.

"As part of the building's amenities, we wanted to incorporate tenant access on phones. We wanted to add access systems to the building because what we had was old and antiquated," the GM expressed. It became clear the team needed to integrate a more modern technology solution that matched the sophistication of a boutique experience and appealed to the established long-term tenants.



Timing worked out perfectly that we were able to engage with HqO and tenants were happy we were able to do this for them. They didn't have to go out and search for solutions themselves.

General Manager

The solution



The GM and her team turned to HqO and Prism. The two solutions together offer a comprehensive, user-friendly platform for tenants and property managers alike. "We wanted to roll out HqO and Prism simultaneously to deliver a consolidated solution without causing significant disruption," the GM explained, highlighting the plan for a smooth transition.

The choice of Prism was driven by the platform's modern take on building operations, efficient handling of work orders, and seamless communication capabilities. Prism's ability to seamlessly integrate with HqO's best-in-class tenant experience platform further cemented the decision.

The HqO product offered a fresh take on tenant engagement with features like mobile-access credentials, popular amongst the tenant community. The tool's implementation signaled a significant shift in the building's property management.



One of the things we have been really happy with is the tenants being very engaged with the content HqO has been putting out. The mobile app has been a key feature and has worked out in everybody's favor.

General Manager



Bringing it to life



Synchronizing Prism, HqO, and the existing building access system required a unique implementation for the property management team. Supportive collaboration and guidance from the Prism and HqO teams ensured a smooth process. “The Prism and HqO teams were responsive and diligent. They coached us through the process, making everything less painful,” the GM said.

Once fully integrated, the combined platforms radically transformed the property operations. Work order management via Prism was more efficient, and tenant interactions and engagement through HqO were equally successful – tenants used mobile credentials to access the building via the HqO app. For example, the property’s restaurant tenants leveraged the HqO platform to directly market their offerings to other building tenants, resulting in a more connected and vibrant community. The mobile aspect of HqO and Prism proved to be a huge hit, leading to **100% tenant adoption** of the applications.

“Just 2.5 months into operations with HqO and Prism, we are already seeing a significant positive impact. We can now add new building amenities to the app, giving us the flexibility to continuously adapt and upgrade,” expressed Campbell, reflecting on the resultant transformation. The success story of JLL stands testimony to the power of digital transformation and its capacity to redefine tenant experience.

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HqO is the tenant’s one-stop shop. They can go to Prism on there too, all through mobile access.
General Manager

