

resco.net

5 steps to boost digitalization in property, housing and facility maintenance

Why it's important to build a great experience for tenants
and homeowners if you want to be a winner in the
revamped property maintenance industry

2021 edition



Table of contents

A universal winning formula	3
What is customer experience	5
The pain points of property maintenance's customers	6
5 steps to improve customer experience in your company	8
Get started with property maintenance software	11

A universal winning formula

64%

of consumers indicate that customer experience is more important than product and price when it comes to the brand they choose.

Gartner research



A universal winning formula

While Gartner didn't look solely at the property maintenance sector in its analysis, it is greatly important for the industry. The customer experience (CX) is a proven formula for winning. Apple, Amazon, or Tesla have built their services around great CX for years, and they belong to the most admired companies of today.

When you focus on the happiness of your client, you are increasing your chances of winning dramatically. But the problem is, the concept is more popular with digital technology companies and marginal for traditional industries.

And that creates an opportunity.

Besides some other markets, the property maintenance sector refrained from jumping head-first into digitalization. But the pandemic and changing customer requests are pushing the industry towards more widespread technology adoption.

Millennials emerge as important members of the customer base. The Covid-19 pandemic restricts physical meetings and requires social distancing. And numerous advances in technology are helping property managers do their jobs more effectively.

To stay in the game and grow, even companies operating in property maintenance must innovate. Building a smooth customer experience for tenants, homeowners, or prospective clients looking for their first tenancy or property is a great place to start.

If you don't know where to start with improving customer experience, don't worry.

In this e-book, we've outlined what customer experience is, its benefits, and how to improve CX if you are running a business in the property maintenance industry. At the end, you will know all the essential information about how to win new clients through better customer experience.

'Customer
experience is the
next competitive
battleground.'

Jerry Gregoire (former CIO of Dell)

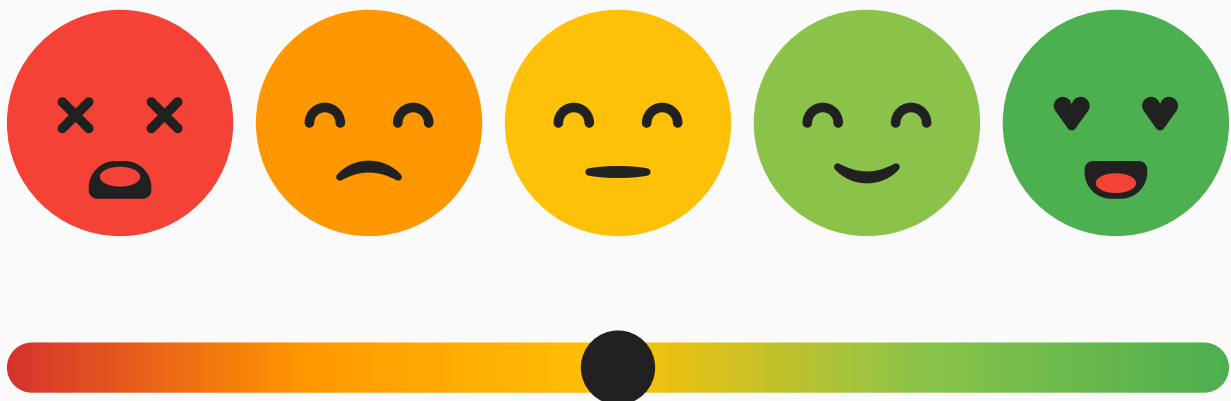


What is customer experience?

Customer experience is customers' perception of how your company treats them. These perceptions affect their behavior, loyalty, and even their spending.

CX is the result of every interaction a customer has with your business. From a simple chat of a tenant with a building technician to finding contact info on your website. Every contact with your company is a touchpoint for the client that creates an overall customer experience. If it's bad, you are going to struggle in business because the importance of CX is universal across industries:

- 75% of customers are willing to spend more from companies that provide a good customer experience ([Zendesk's Customer Experience Trends Report, 2020](#))
- More than two-thirds of companies said they compete primarily on the basis of customer experience ([Gartner, 2016](#))
- 72% of customers will share a positive experience with 6 or more people. On the other hand, if a customer is not happy, 13% of them will share their experience with 15 or even more people ([Esteban Kolsky, 2015](#))



The pain points of customers in property maintenance

Tenants, property owners, or real estate organizations aren't very different in their needs than customers in other industries. They need smooth communication, timely services, and ideally, many automatizations that don't require input from tenants or homeowners to process.

However, clients often struggle with at least one of the following pain points related to digitalization and customer experience in property maintenance:

1. Long response time

Complex and slow communication between tenants, landlords, maintenance contractors are one of the main bottlenecks of smooth customer experience. Maintenance contractors and technicians taking their time in responding and acting is a nightmare haunting every tenant in an emergency.

2. Incomplete documentation and information

While hopefully a more thing of past than current processes, some landlords didn't always provide all required documents and reports to their tenants. Health and safety checks, move-in and move-out inspections, or regular property condition reports should be a default option for every client.





3. Demanding communication

Property maintenance companies stick with 'older' ways of communicating for a long time. A phone, paper, or email are still a standard. But as customer expectations grow with other services going digital, the friction in the experience of future tenants and homeowners is rising.



4. Too much paperwork

Managing leases, invoices, expenses, communications, and other critical documents can become overwhelming. As the amount of paperwork stacks up over time, the administration takes too much time for tenants, landlords, and technicians alike to manage physically. nightmare haunting every tenant in an emergency.



5. Legal compliance

Constant changes in regulations and legislation make it hard to comply with all standards. The documentation and invoices issued solely as paper documents will cause further complications and mitigate flexibility.

How to improve customer experience across property maintenance

Many of the pain points in property maintenance are related to slow digital technology adoption. But that also means that with just a few innovations, you can achieve substantial results. Make sure you invest in the following processes to improve the customer experience of your most valuable clients.

1. Go digital

Property maintenance companies have been adopting technology over the past few years, but the focus was primarily on accounting and reporting. That's why there is a huge potential in providing more digital experiences to homeowners and tenants.

As mentioned before, there is a lot of "old way" communication, including paper, phone, or email. By bringing more digital tools into your operation, you can offer your clients a new immersive experience. Offer interactive forms, online scheduling, or virtual room tours.

Use property maintenance software to provide digital documentation storage for all invoices and maintenance reports with legally binding signatures. The digitalization will ease one of the most daunting pain points of every tenant and landlord – the paperwork.

Higher flexibility in document management will allow you to build healthier relationships and more effective communication with clients.



2. Provide one central hub for all tenant requests

Everyone who ever owned or rented a property knows that getting a response, update, or deadline schedule from a service technician can be painful. But that's an opportunity for property maintenance managers to get a competitive advantage on the market.

Provide your customers the ability to submit work requests online and comfortably in one place. No friction or multiple calls to schedule maintenance. Allow customers to raise tickets or request work on a single portal from mobile or desktop.

Incorporate real-time updates and notifications informing tenants about new updates automatically. Property maintenance software can do a lot of that by default. Advanced solutions will help you automatically assign work orders to the available and nearby technicians, eliminating any delays.

3. Facilitate feedback

Customer feedback is vital in maintaining a competitive edge. It enables you to tailor services and products to shifting customer requirements. Not to mention that without encouraging quality feedback, you won't be able to build customer loyalty.

If you value your customers and ask for their feedback, you are keeping them engaged. Survey your property's residents with mobile forms. You can create simple surveys with free or inexpensive tools, and some property maintenance tools even have the capability built-in.



4. Leverage customer and operations data

Property maintenance companies don't usually use analytics solutions to evaluate the efficiency of their processes and customer satisfaction. But to know how long a maintenance visit took, or if the technician could have optimized their route and arrived sooner to an emergency event, is valuable information.

Such insights enable to identify bottlenecks in operations and put the customer at the forefront. Property maintenance solutions with built-in routes optimization, live reporting, analytics, and flexible customization will allow you to achieve a high level of digitalization in a short time period.

5. Automate manual processes

Managing the maintenance schedule of multiple properties, tenant requests, employees, and technicians is more than enough to fill up a 40-hour workweek. Manual processes in this workflow get in the way of strategic thinking by requiring too much work time.

Automating day-to-day tasks will free up landlords and property managers for more innovation planning. Embrace tools that automate scheduling, task assignment, time-tracking, or report generation. You'll spend less time on manual administrative tasks and more time interacting with your customers and prospects.

Provide automated activity summaries to residents that will include the services provided, a sum of fees, scheduled inspections, or extra offers. Using a property maintenance solution for managing these routine activities will result in better customer relationships without an extra time investment.



Property maintenance solution

Property maintenance software that automates and streamlines the workflows of landlords and property managers might cure a lot of and clients' pain points. The value that the new technology provides grows fast, and competitors adapt even faster.

Smoother communication, real-time insights, and faster request processing can dramatically improve the experience your property maintenance business provides. Higher customer satisfaction and retention will follow soon.

Resco Field Service Cloud is a solution that can help you boost customer experience. With a Client Portal for managing requests, customizable mobile forms, full offline functionality, routes optimization, and much more.

Try it for free or schedule a demo to see how it works customized to your use case.



resco.net

Digitize your operations, maintenance and fieldwork with Resco

Resco's cutting-edge software **helps businesses start off their digitalization** journey with a powerful set of tools for maintenance, workflow management, digital data collection. **Fully customizable for every user experience**

- **Avoid costly downtimes** with efficient maintenance planning
- Schedule jobs, receive real-time updates, and analyze workflows
- Turn **paperwork into digital** forms and reports
- **Customize web and mobile app**, including full offline functionality
- **Integrate with CRM, ERP, and other business system** to scale the digitalization



resco.net

Start your digital transformation
with Resco. Sign up for a free trial
or get your free Proof of Concept

Get started today

Or get in touch at:

sales@resco.net

www.resco.net

Follow us:

 @RescoDevelopers

 linkedin.com/company/resco-net

 @RescoMobileCRM

Contact us:

www.resco.net | sales@resco.net | North America: +1 (857) 205-8750 | Rest of the World: +421 2 209 02 019