

Case study

How to drive over 95% engagement at your property

How the right technology can build meaningful connections and convenience through high engagement in multi-family properties.

Overview

Many property owners and managers are actively looking for ways to connect residents with their buildings and with each other. The goal is to attract and retain residents, thereby increasing property values. Increasingly, owners and operators are trying to drive higher levels of resident engagement by delivering a comprehensive, tech-enabled experience within their buildings. Unfortunately, finding a solution that does it all has been a challenge.

Many buyers have been forced to cobble together a variety of apps and websites to deliver the set of features they want in their properties. As a result, engagement is often low as residents are overwhelmed by too many disparate solutions that require separate logins, different points of access, and that, collectively, still don't do what residents need them to do.

It doesn't have to be this way. This case study focuses on how one multi-family building unlocked high engagement among residents by delivering a comprehensive solution that enabled residents to use one platform to do it all.



Client since

2019

About the client

An 800-unit luxury high rise rental property in downtown Chicago.

Challenge

Too many disparate tech solutions results in low engagement and a poor user experience.

Solution

Rolling out a single property operations and tenant experience solution for both staff and residents.

Benefit

95+% engagement at the property as engaging with the building was now simple and convenient.

Learn more at:

vts.com/vts-rise

Wanted: A killer app

Completed in 2019, a large Class AA+ luxury rental building was the first part of a development in downtown Chicago. With a brand that focused on iconic status, management wanted to expand their buildings' reputation to encompass resident life as part of a technology-enabled, connected, and thriving community. As the first step in a larger plan, the owners needed a reliable and scalable technology that would merge the digital and physical elements while creating an excellent residential experience throughout the property.

During initial lease up, the building put in place an app that enabled residents to submit work orders and book amenities. However, the ownership felt that the limited scope and capabilities of the app fell short of an experience that exceeded resident expectations. As a result, management began searching for other technologies that would allow residents to tap into both the functional aspect of living in the building, such as registering visitors or picking up packages, as well as the experiential side, which included publishing events, enabling the purchase of goods and services, and much more. To create that ideal solution, the building identified a few key features they wanted from a comprehensive offering:

The platform needed to be branded and have an appearance consistent with the building's visual appeal.

It had to be a one-stop-shop for everything residents needed from unlocking unit doors to paying rent to pre-registering visitors and more.

After several weeks of exploring a variety of options, including pairing operations software with experience-focused apps, the building's owners identified VTS Rise as a single vendor with a feature-rich platform that could deliver everything they wanted in one place.

A full-stack approach

VTS Rise presented ownership with a big promise – to provide exactly what the building owners, operators, and residents wanted. Not only does VTS Rise combine many different capabilities, it also ties into the existing property management system (in this case Yardi). And VTS Rise's enabling hardware, which includes visitor kiosks and amenity booking tablets, acts as an immediate call to action, inviting residents and guests to use VTS Rise's app and web portal to interact with the physical building constantly.

By delivering a solution that meets the needs of staff, including the asset management, operations, IT, leasing, and marketing teams, VTS Rise showed management how the platform could be configured to achieve the building's precise, discerning requirements and still be implemented in the few short weeks before the building opened to residents.

“We looked at several software products before choosing VTS Rise for our property. Our residents and staff are more engaged than we’ve ever seen and we have better data on how people are interacting with the building.

More importantly, we’re experiencing better performance from our asset. VTS Rise is hands down the best product on the market.”

Because VTS Rise already had all of the necessary integrations in place to support the property's core accounting and access control systems, activating the platform was as simple as gathering building information and system credentials. This meant new residents were automatically created in the VTS Rise system and sent a welcome email with login information and access to every feature from paying their rent and booking and paying for amenities to putting in work orders via a branded, clean, mobile dashboard. All users received a digital key to their unit and could pre-register visitors who would receive a QR code for easy access to the property on arrival.

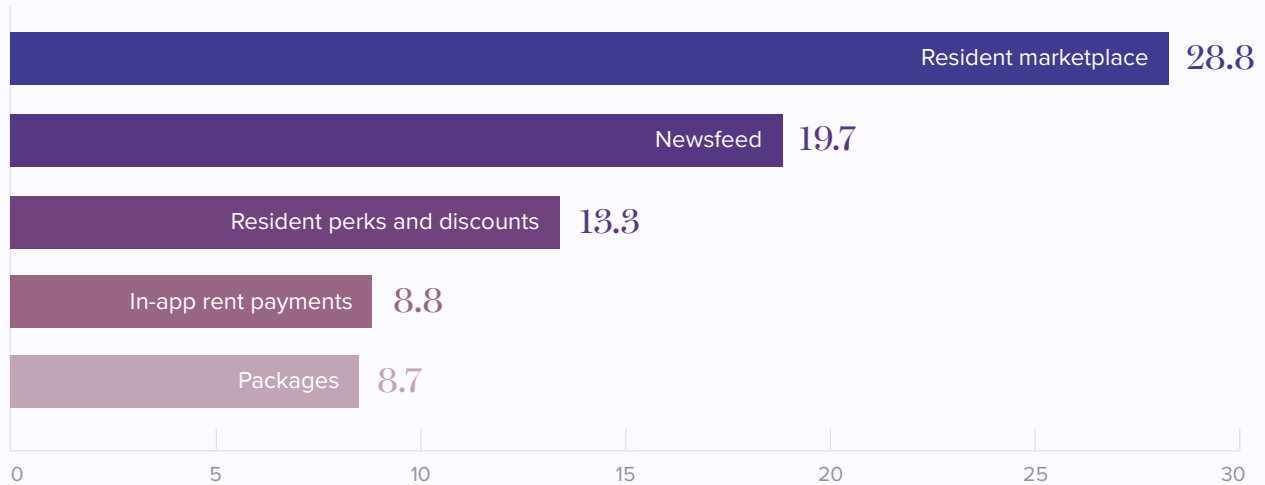
The platform quickly proved to be what the building had been searching for. While residents started out using VTS Rise because of the robust functionality, the level of convenience and number services, as well as the ability to connect with one another, kept residents coming back for more. There was no single “killer feature” – residents continuously used VTS Rise to do different things each day. As a result, they not only connected with the property, they connected with each other - and have continued to do so consistently. VTS Rise has also saved property management cost and effort as all interactions on the platform are completely automated and seamless.



* Use is measured as % of unique users having engaged sessions (in-app sessions lasting greater than 10 seconds)

Most utilized features

Average monthly visits per user



Utilized features on the VTS Rise platform

- Yardi integration
- Visitor management with pre-credentialing
- VTS Rise kiosk
- Package management with VTS Rise receive
- Package room solution
- Smart beacons with geo-notifications
- Newsfeed
- Amenity booking tablets
- VTS Rise screen lobby display
- Work orders and preventive
- Maintenance
- Resident surveys and polls
- Events
- Discover links
- Resident marketplace
- Resident perks and discounts
- Wellness amenity management
- Mobile key access
- In-app rent payments

Lasting effects

Because of the broad functionality, the building's residents began using the platform immediately on move-in. While technology may have the undesired effect of distancing people, the VTS Rise actually increased interaction and built an intimate feeling of community within the large building. VTS Rise quickly became the central place where staff and residents would go to do everything in the building – and they continued to come back to do more. Within 90 days of initial deployment, over 75% of the building's residents were using VTS Rise every month and 43% use the app every day. People were proving with their fingers that they valued one place to take care of everything they needed to do in the property.

Elevate your property with VTS Rise. Get your free demo today at vts.com/vts-rise