



Creating a Hospitable Experience at Your Buildings

A guide for property managers

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Introduction

What can property managers learn from hoteliers?

Without question, office buildings of the future are a far departure from cramped cubicles.

The way your clients expect to engage with your space has changed, and so have their demands. While the “extras” of a building have always been appreciated, it takes more to delight clients enough for that all-important renewal in today’s climate. Beyond flexible, collaborative work environments, delivering a hospitality-like experience—the moment any occupant steps into your building until the moment they leave—is key to elevating your buildings and pleasing your clients.

In the face of so much uncertainty and competition, property managers would be wise to leverage tenant experience technology (TenEx) to gain an advantage. Exceptional TenEx can help property managers be more efficient, create community in their buildings and deepen tenant relationships, and collect insights to understand tenant behavior and sentiment better. The payoff is profound, both short-term and long-term. Data from JLL shows that 243 million square feet of office leases are set to expire across the U.S. in 2022, which means that strengthening your tenant retention strategy is more crucial than ever before.¹

As the CRE landscape continues to evolve, so too does the role of a property manager. To deliver a modern tenant experience, property managers can and should take inspiration from luxury hoteliers. Ultimately, prioritizing an exceptional client experience will increase your tenant retention opportunities.

Crystal Fisher, Managing Director of the Commercial Portfolio at Fisher Brothers and Founder of Ease Hospitality, said it best: “customer service is at the core of everything we do. TenEx allows us to take our brand and offer a seamless experience.” Premium hotels provide a top-of-the-line experience so that guests can enjoy and get the most out of their stay. Likewise, seamless tenant experience equips your clients and occupants with everything they need to keep them coming back to the office—and wowed by the time they spend there.

¹ The Real Deal, 2022



Tenant experience

What is tenant experience?

Tenant experience is the heart and soul of a building. It creates community, engagement, and drives tenant retention.

By definition, tenant experience encompasses the end-to-end experience a client has with their owner and manager. From move-in to move-out, tenant experience accounts for every interaction a tenant has in their office space. In short, tenant experience touches every part of the “customer journey.”

Property managers need to meet clients where they are. They need to hear their needs and deliver on their expectations, especially as they shift and evolve over time. Modern TenEx reduces friction and creates a seamless experience for everyone who steps foot in your building. Effective TenEx creates stronger relationships with clients through technology and community, creates operational efficiencies by bringing existing systems together, and fuels your property with actionable data for the future.



Tenant experience

What tenant experience is not

Tenant experience is strategic — there are so many variables that contribute to your building’s unique TenEx blueprint. If you’re looking to uplevel the experience in your buildings, you need to understand what tenant experience is not.

Tenant experience is not a one-off event, a solution that enhances a part of the in-office experience, or another point solution to run an element of your building operations. The “experience” in tenant experience is all-encompassing — not only throughout a single property but throughout your tenant and asset lifecycle across your portfolio.

Furthermore, tenant experience is not a guessing game or quick fix. Tenant experience is informed by data — the metrics that matter most will give you the insight you need to create effective strategies and make informed decisions that yield tangible results.

Jonathan Iger, CEO of Sage Realty, reinforces that data and tenant experience are intrinsically woven together. “The ability to engage with our tenants in the way that they want to engage today is merging the difference between in-person and digital. The way we interact with our tenants, today and into the future, is paramount. How can we provide the most optimal customer service? We expect data to power that interaction.”



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The roadblocks to creating a hospitable experience at your buildings

While property managers are striving to create a hospitality-like experience in their buildings, there are various roadblocks they might be experiencing.

Disparate systems create inefficiencies

Imagine having to log into one platform to schedule tenant announcements, another to launch a questionnaire, and another to check a client's work order status. Not only does this create cluttered processes, which can be a huge roadblock to team-wide adoption, it drives up your building's technology and operational expenses.

Another challenge with disparate systems that don't talk to each other is the lost data. It becomes difficult to understand client sentiment and what they care about — without an accurate insights into occupancy trends, visitor counts, work order and maintenance trends, delivering a personal, hospitality-like experience to clients becomes even more difficult. Without the right technology, it can be difficult to properly integrate these functions into the overall management of a building.

Creating sustained client engagement

Another challenge of working with multiple tools is that it becomes difficult to build a connection and drive meaningful engagement with your clients. How can you offer things like digital access, communication, food and beverage, especially across multiple markets, when clients don't have a central point of access or your systems aren't talking to one another?

Without these touchpoints flowing back into one system, it's impossible to know what's truly engaging your clients and their occupants, and pulse-check sentiment. After all, how can you satisfy your client's needs if you don't have accurate insights into what those needs actually are?

Stephanie Chan, SVP, Marketing and Tenant Engagement, at VTS, spoke to the implications of this communication gap. "Without an app, there aren't many avenues to communicate with tenants. You could send an email blast, or install physical signs, but it doesn't create the opportunity for a two-way dialogue."



The roadblocks to creating a hospitable experience at your buildings

By nature, a hospitality-like experience caters to the needs of your clients. You cannot understand how to best cater to them if you don't know how they engage with your amenities, events, services, and programming. Modern tenant experience uses technology to connect with tenants and glean valuable, actionable insights to provide the ultimate hotelier-like experience and foster a happy, engaged community.

Reporting on the holistic experience of the building

With disparate systems and no way to centralize engagement, it's impossible to create and access real-time, tenant specific data.

Owners understand the importance of data but don't have the tools to capture, harness, and execute on it. According to the 2022 Global Landlord Report from VTS, 94% of landlords say it's important to understand how tenants are using their facilities and amenities, but only 23% believe they have good visibility into that information.²

Without this data, both you and your landlord partner will be guessing when it comes to making future investment decisions. In the short term, this means you're likely missing out on opportunities that would deploy capital and resources. If data is outdated, you can't be confident in the return on your investment or that these upgrades will support your or your landlord's retention or acquisition strategies.

In the long term, not only will you not have insight into investment ROI, but you will also miss out on utilization and sentiment metrics. Whether it's tenant appreciation events or the usage of amenities, without an understanding of how tenants move through your buildings daily, you cannot keep up with expectations. If that happens, your once competitive building or tenant experience offering will soon fall short.



² VTS Global Office Landlord Report, 2022

A TenEx solution

The benefits of a TenEx solution

An effective TenEx solution is one that provides a seamless and smart experience throughout your building — from leasing to operations and engagement.

Effective TenEx technology and native property operations drives adoption, engagement, and occupant retention. Implementing a TenEx solution will help you build an exceptional building experience that mirrors the best hotels in the business.

Bring your operations, tenant engagement, and existing systems together

Effective TenEx brings all your systems together to work harmoniously. With a TenEx app, you gain one source of truth — having everything you need in one place allows you to streamline operations and communications, capitalize on tenant engagement, and empower you and your team to strive towards hospitality-like excellence.



“As a property manager, I also appreciate all the integrations VTS Rise has with our other building platforms, and even other systems we’d like to use in the future,” said Rod Schultz, Sr. Property Manager at Altus. “**VTS Rise** is broad enough that we can meet and exceed tenant needs as they evolve. Any time our team thinks of an idea to make our experience better, we can start researching it in partnership with the VTS Rise team to deliver the best experience for us and our tenants.”

An effective TenEx solution is one that provides a seamless and smart experience throughout your building — from leasing to operations and engagement.

A TenEx solution

You also reduce tech spend and drive higher engagement by consolidating systems. Old, inefficient legacy technology will bog down your operations and drain your funds down the road. One powerful platform saves you time and money while giving you and your team the opportunity to iterate for the future in order to increase tenant retention.

Create community in your building and deepen tenant relationships

A TenEx app allows you to create clear communication lines between you and your tenants. By creating a two-way dialogue, you empower your tenants to give you valuable feedback in order for you to act on said feedback.

A platform like VTS Rise allows you to deepen your connection with occupants and foster a sense of community. When evaluating a TenEx platform, look for:

Flexible food ordering: multiple integration options mean that your occupants can order coffee or lunch ahead of time, hassle-free.

Payments: with a system that syncs directly with your accounting system, it's easier than ever for your occupants to make payments through their app. Say goodbye to paper cheques or having to log in to secondary websites.

Building event management: create a fun event itinerary to engage your occupants and build a sense of community. The VTS Rise admin portal allows you to post events, get specific with your invite list, and more. Occupants can RSVP, add events to their calendars, receive real-time reminders, and even pay for the event through the app.

Perks: fully accessible through the VTS Rise app, your occupants can enjoy exclusive and diverse offerings, anytime, anywhere.

A TenEx app allows you to create clear communication lines between you and your tenants.



A TenEx solution

The possibilities are endless — you can pulse check sentiment, see who attends your events, and better interpret the effectiveness of your programming. Understanding how tenants respond to your building holistically allows you to double-down on what is working and change what isn't.

Collect insights to better understand tenant behavior

The best decisions are decisions informed by data. Implementing a TenEx solution gives you access to a wealth of data — data that unlocks actionable insights, gives you full visibility into your tenant relationships, and highlights future opportunities.

The right TenEx platform will allow you to see things like how physical occupancy has changed year-over-year, and understand which tenants are seeing a higher return for office adoption and why. Understanding these trends allows you and your team to evolve your tenant retention strategy over time in order to create long-term success. You can also better understand visitor counts and visitor patterns, amenity usage, and programming engagement across the board.

VTS Rise provides the largest unique data set with insights to help property managers make better decisions and drive tenant renewals.



The ultimate TenEx experience at your building

How to create the ultimate TenEx experience at your building

Creating the ultimate hospitality experience at your building first begins with implementing the ultimate TenEx strategy at your building. There are three areas of focus property managers need to hone to deliver a world-class TenEx experience:

01 Access

Access encompasses tenant access management as well as visitor management. An effective TenEx solution will integrate seamlessly with access locks, controls, and readers. Access should be so seamless that tenants don't even think about it.

02 Engagement

Building a community within your buildings starts with activating engagement at the right time to the right people. Try establishing an events management team that can develop exciting programming for your tenants. Ensure your team is on top of newsfeed activity, messages, polls, surveys, and other important pieces of communication. It's also important to offer exclusive perks, bonuses, and offers to capture the interest of your tenants. Small interactions can often have a big impact, and can help you better understand what your tenants like and dislike about your building.

03 Operations

An effective tenEx solution facilitates smooth operational flows. Technology can help you simplify and streamline amenity booking and flex, service requests, other maintenance requests, as well as hardware and automation within your building. Poor maintenance very often leads to tenant loss. Optimizing these processes will ensure your tenants feel happy and cared for. TenEx technology should make your life easier — it should directly integrate with every building, including back-office operations.



Conclusion



By understanding the potential modern TenEx can bring to your business, you empower your team to provide a hospitality-like experience for your tenants. When you prioritize customer service, you create an unmatched experience for each and every one of your tenants. And with TenEx technology, you gain insight into how your buildings are being used, the power to build better tenant relationships, and the data you need to retain high-quality tenants. Office spaces are more than just a place to sit with your laptop. By taking note from leading hoteliers, you can modernize your buildings, delight your tenants, and make the office a place tenants look forward to spending time in.

VTS Rise is the ultimate tenant experience platform. Create deeper relationships with your tenants, understand how tenants interact with your space and which amenities they value most, and make capital improvements to optimize the experience you deliver and keep tenants renewing — only with the power of VTS Rise.

[Book a demo](#) to learn how VTS Rise can take your buildings to the next level.

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