When Premier Properties’ phone rang, Jesse Ebner, Vice President at Premier Properties, had a pretty good idea of who was calling and what their conversation would be like. As a full-service commercial real estate firm, Premier Properties handles leasing, selling, brokerage, investment partnerships, property management, and nearly everything else in between. When their phone rang, it was almost always about one thing — available property. The instant a customer places that call, the clock starts ticking. Premier Properties staff want to get any potential clients the information they need as quickly as they can.

“We use Airkit to provide faster service to clients, deflecting 9 out of 10 calls with digital self-service while accelerating our sales cycle.”

Jesse Ebner
Vice President

Premier Properties Scales Up Customer Satisfaction with Airkit

In little over a year, Premier Properties has automated and streamlined manual processes using Airkit to give their clients a better customer experience and give themselves more time to focus on what they’re best at — managing properties and real estate transactions.

With leads to follow up on, leases to close, and deals to finalize, the Premier Properties team wanted to find a more scalable, speedy way of getting prospective clients the property information they were after. So, they turned to Airkit, the industry’s first low-code platform purpose-built for customer engagement.

Premiere Properties’ Real Results with Airkit

9/10 calls deflected
89% of clients able to self-serve
1 Year. 2 Critical Challenges.

In 2020, Premier Properties faced 2 challenges. They had a massive influx of inquiries from clients looking for property and a massive challenge in figuring out scalable, safe ways to manage property cleaning and servicing in the wake of a pandemic.

At first glance, the challenges seemed wildly different. The more Jesse and Randy Shuayto, Director of Property Management, talked, the more the 2 challenges seemed to stem from the same source.

Repetitive work was taking up a nontrivial amount of both Jesse and Randy’s time. Jesse was spending up to 4 hours a day repeating the same property information to clients calling in. Randy, responsible for overseeing the cleaning and maintenance of a fleet of properties, was tracking down, copying, and scanning reports from janitors and building supervisors.

Airkit helped both Jesse and Randy offload and automate those repetitive processes using intuitive, low-code tools on a powerful customer engagement platform.

The First Challenge: Serving Clients While Reducing Calls

Speed is key when it comes to property sales. That rule rings true for both the buyer and the seller. There’s a reason that prospective clients were calling Premier Properties’ leasing line as opposed to sending an email. Those clients wanted answers to their questions quickly and didn’t want to wait for a reply.

Jesse had a tremendous amount of work to do outside of answering calls to the leasing line and providing information that’s available on Premier Properties’ website. In the spirit of customer experience, she answered every client call that came in and provided the information they requested.

When Premier Properties started using Airkit, that workflow changed drastically. They recognized a lesson that’s central to a new age of digital-first customer experience: putting the customer in the driver’s seat of their experience pays dividends for both customer satisfaction and business efficiency.
Airkit acts as a bridge between clients’ web and mobile experience and Premier Properties’ CRM, sending the vital information collected in a self-service flow in the right format and to the right place where Premier Properties can use it immediately. Using this automated, Airkit-powered process, Jesse can follow up with more clients, faster.

There was an afternoon when Jesse realized the newly implemented Airkit process was really working. She came out of a meeting and saw she had several voicemails on the leasing line. She also saw that she had a few emails as well. The emails were actually from clients who had called looking for property information, had used the Airkit self-service flow, received an Airkit link, and provided the information Jesse needed to follow up in that self-service flow. Now, instead of making repetitive calls, Jesse can contact clients immediately and get them one step closer to finding the right property for them.
This reality left Randy to manage highly manual, redundant processes that relied on paper checklists to document absolutely essential tasks. Typically, a janitor would come to a property with a paper checklist of which rooms they needed to clean and what tasks were to be accomplished in each room. The paper checklist performed the base function of creating a record, but it wasn’t easily shareable. That created tremendous friction for Randy.

When a janitor completes a cleaning, they have to hand a paper checklist detailing the cleaning they've done to a supervisor or directly to Randy. If that paper is lost, the record is gone. If someone else needs a copy, then Randy has to take time to scan and email that paper. The process was less than ideal.

As Jesse was automating a critical aspect of her work, Randy Shuayto, Director of Property Management, was keen to do the same.

In the wake of a pandemic, having a traceable, reliable workflow is more important than ever. Premier Properties has to maintain a level of janitorial compliance, ensuring their cleanings meet CDC requirements and guidelines, such as using the correct chemicals to disinfect properties, and doing so at the proper cadence.

But, the janitorial service companies that Premier Properties contracts, were not experts in digital-first experiences that could give Randy an easy way to trace compliance and cleaning records.

"Before Airkit, we were stuck using paper and pen to create building service records. With a digital-first platform, we can operate more scalably and with more confidence."

Randy Shuayto
Director of Property Management
The Difference a Digital-First Experience Can Make

Premier Properties ditched the analog work record for a digital checklist that makes life far easier for both Randy and their network of janitors. Now, when a janitor cleans a building, they have a customized checklist built for that specific property as opposed to one standard, paper checklist. This allows the professional services team to be more exact with their cleaning and add comments for supervisors to review if there’s anything in the building that needs attention.

These Airkit-powered forms give Premier Properties a preserved, digital record of the cleanings that are keeping their clients safe in the wake of a pandemic and save Randy from hunting down the information he needs. As soon as a janitor completes a digital checklist, it’s sent to Randy as well as to the janitorial services company supervisor.

“Before Airkit, we were stuck using paper and pen to create building service records. With a digital-first platform, we can operate more scalably and with more confidence. And during Covid-19, digital records have been essential to show CDC regulation compliance,” says Randy.

Shifting to a digital Airkit-powered process saved Randy and the janitorial services companies he works with about an hour and a half a day.

Premier Properties Looks to the Future

With more time on their hands to focus on what they’re best at and the taxing manual processes behind them, Premier Properties is looking to double-down on Airkit-powered automation with new projects in the works already.

They’re finding the balance of maintaining personalized experiences for their clients while providing them with the information or the service they need fast using digital-first experiences. If the momentum they’ve gained in 2020 is any indicator, their customer experience and workflows will only improve in 2021.

Interested in learning more?

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