

Transforming Your Property Operations Using People-Centric Smart Automation

How The Latest Tech Trend Will Actually Save Your Team - And Your NOI



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The Hidden Management Crisis of 2021

Property operations teams are among the most resilient organizations in business – constantly adapting and flexing to changing environments and human needs.

But this time, the change is different.

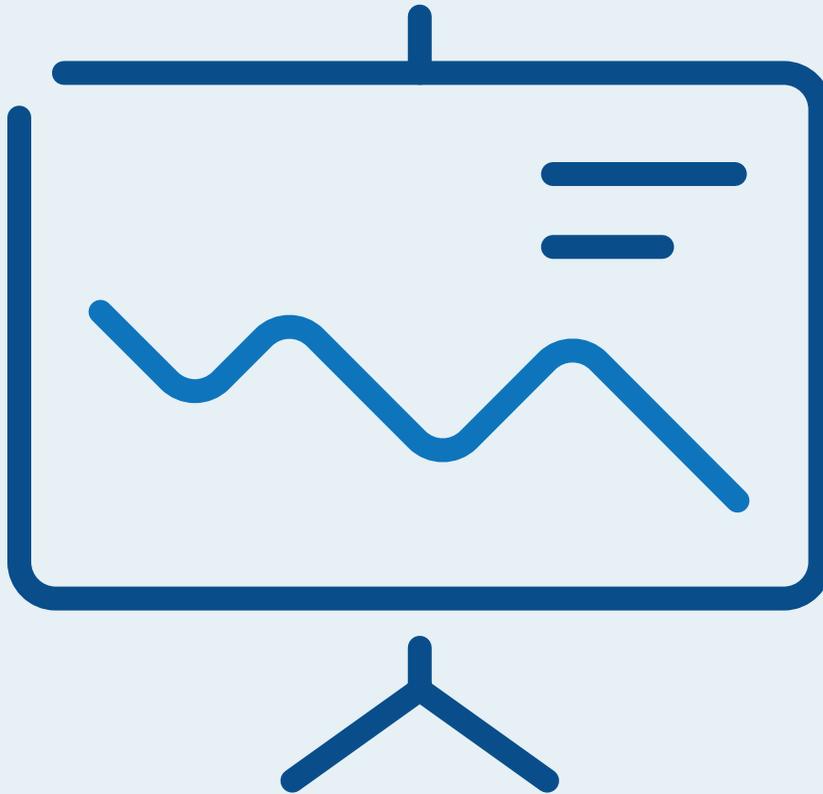
In a post-2021 world, owners and managers have been stretched to the max, tasked with doing more work than ever before with less – less onsite staff, less resources, and less guidance.

Maintenance staff and property managers have taken on countless tasks to ensure the safety of residents and fellow colleagues, growing their responsibilities exponentially.

Of course, adding required work to an already packed schedule is a challenge in itself – one that's compounded when you factor in the urgency of management work (safety and risk processes, tenant-related requests, and preventive routines) against your available labor hours in a given week.

As a leader, that puts you in a massive bind – how can you confirm everything is happening the way it's supposed to at all your properties when your staff has reached operational capacity? Is your team able to quickly implement changing expanding protocols without negatively impacting your bottom line?

This challenge has surfaced one of the biggest issues facing property operations leaders today – how can you achieve scalable NOI boosts (or even stability) without ripping out your entire team and processes, and starting from scratch?



Organizations lose **20-30%** of revenue every year due to inefficient processes.*

* www.forbes.com/sites/jeffboss/2016/11/01/5-ways-your-business-processes-could-be-hurting-your-business

That's a margin you can't afford when you're looking to grow your business.

Inefficiencies pick apart your team's master plan, chipping away at the goals you've set for your team, and the path they need to follow to achieve those goals.

More critically, inefficiencies can erase meaningful revenue growth – a major issue at any time, but especially during times of uncertainty.

So when surprises happen – and they always do – it can throw your entire master plan to the wayside.

The old school methods of managing your team, your tenants, and your expenses are coming up short against these surprises - pen and paper tracking, or even rigid technology just isn't cutting it. Expecting your team (and your properties) to run consistently, without any impact to NOI, is impossible without a new way to enforce your operating strategy.

In order to execute your organization's master plan, you need to effectively combat inefficiencies - in today's climate, that requires a more advanced form of operational enforcement.



Smart Automation Is Your New Path To Success

Nearly half of executives say they need automation to cope with rising work. By 2021, 9 out of 10 companies will hit a breaking point.*

In general, automation connects processes and operational logistics so your team can focus on what they do best (instead of paperwork, lost messages, and other time wasters).

In real estate, automation can be the difference between an on-track year and a costly one.

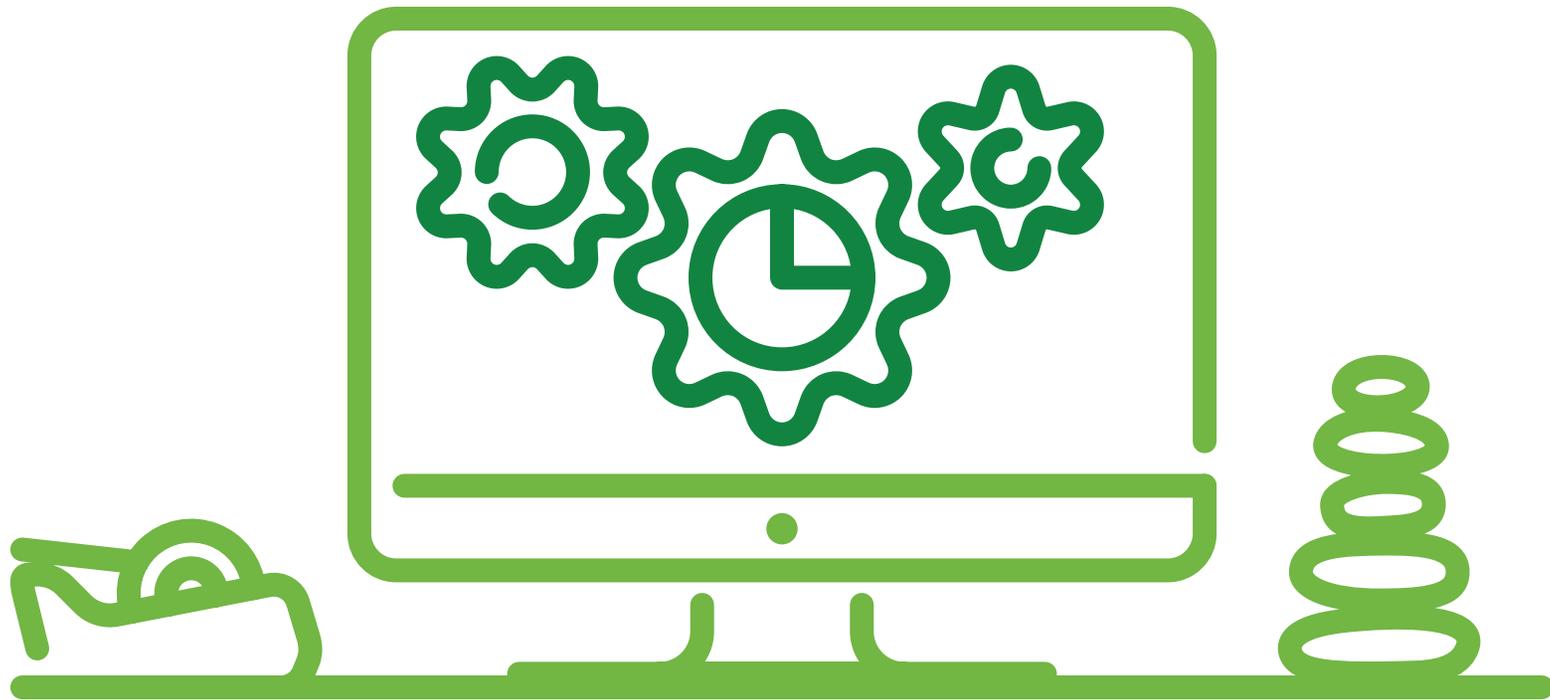
When it comes to enforcing your master plan, smart automation is being rapidly embraced -

modern real estate operations teams are using smart automation as a way to stay on target, on budget, and easily adapt to changing priorities.

And it's working for them:

* www.servicenow.com/company/media/press-room/servicenow-survey-shows-2018-as-the-year-of-automation-for-routine-enterprise.html

When it comes to business processes, **60%** of workers could save **30%** of their time with automation*



* www.mckinsey.com/business-functions/digital-mckinsey/our-insights/four-fundamentals-of-workplace-automation

30% more time can make a significant impact across your portfolio, especially when it comes to your company's goals:

- More time can be spent on planned capital projects and improvements
- Increased efficiency translates to lower operational costs, increasing NOI
- Your portfolio can expand without having to significantly scale your hiring plan

Teams that harness smart automation don't just have more time. They're more flexible, and can adapt better and faster to inevitable surprises - leaving them better prepared to weather any storm.

That leaves you in the best position to execute your strategy for financial success.



Replacing Your Ops Manual With Workflows

What does smart automation look like in real estate?

The first step involves replacing your standard property operations manual with Workflows.

Workflows exist in accessible property operations technology, acting as the key point of record for your team back at the office and onsite. They outline exact details of what people need to do, when they need to do it, and how things need to be done.

And unlike a static operations manual, Workflows actually enable your operations instead of just informing them, providing agile guidelines your team can execute whenever, from wherever they are.

Being agile is critical, according to a recent McKinsey study: “Companies with agile practices embedded in their operating models have managed the impact of the COVID-19 crisis better than their peers.”*

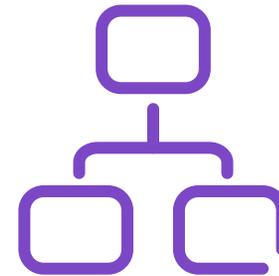
* www.mckinsey.com/business-functions/organization/our-insights/an-operating-model-for-the-next-normal-lessons-from-agile-organizations-in-the-crisis

Workflows encompass these critical operational needs, ensuring your team prepares, responds, and reacts according to plan:



1 | Enforcing Protocols

Workflows give step-by-step instructions for all your key projects, outlining the specific things that need to happen every time work is done.



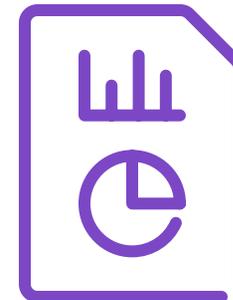
2 | Flexing Priorities

You don't literally have to rewrite the book when you want to change protocols. Just easily update a Workflow, and your team automatically sees the adjustments.



3 | People-Focused

Workflows can be assigned to individuals, teams, or even specific roles at key buildings. And new hires ramp up quickly, contributing value at your company even faster.

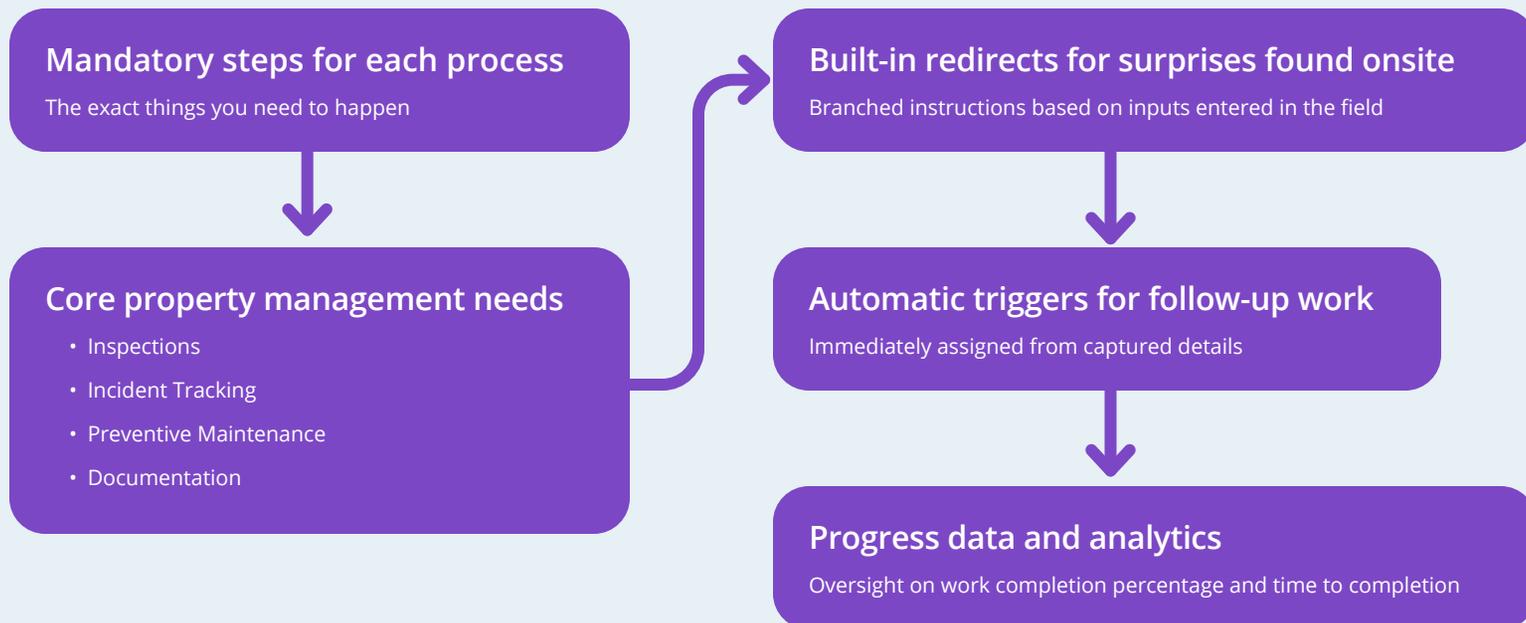


4 | Measuring Progress

Access operational info to make data-driven assessments about how your team is actually working, and what you need to adjust to achieve your goals.

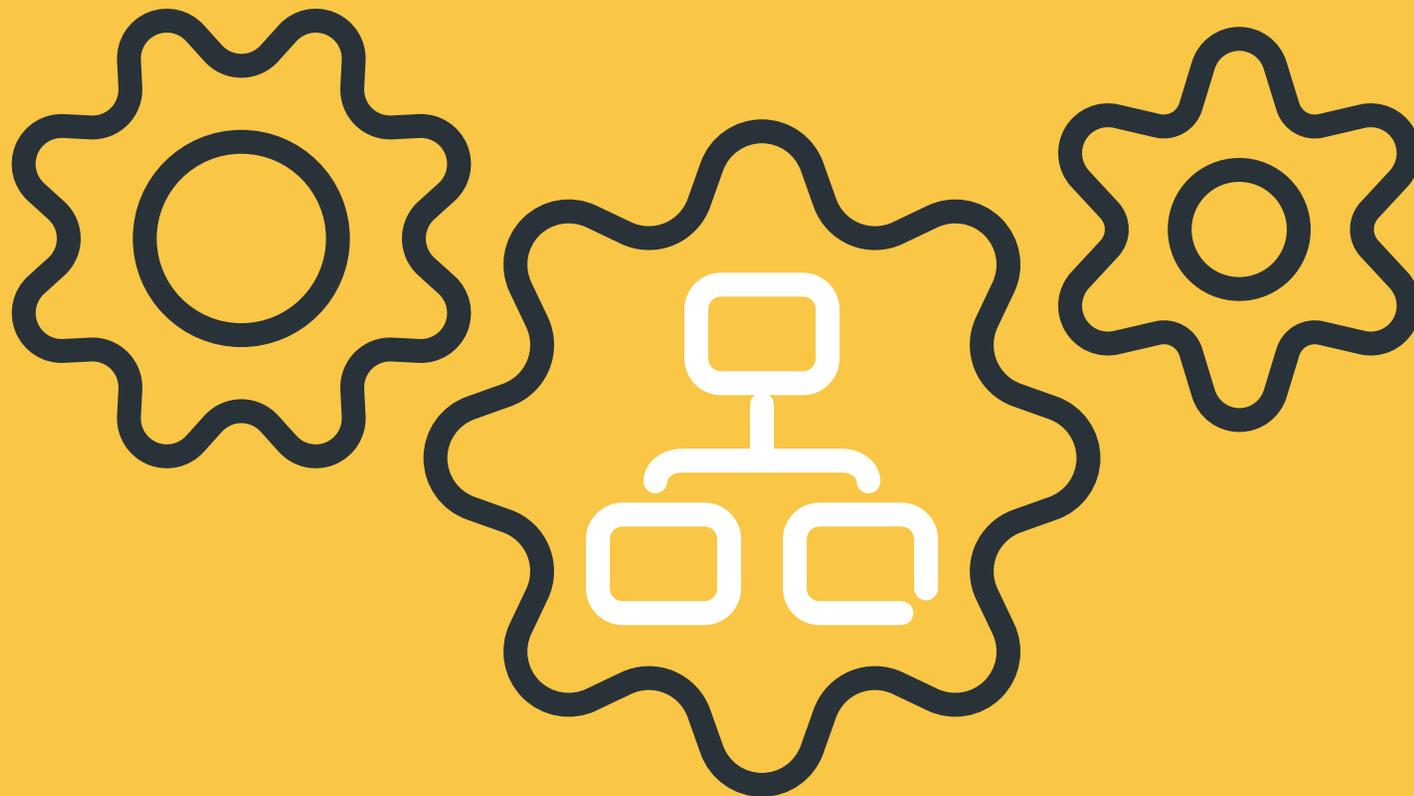
Anatomy of a Workflow

Unlike words in an operations manual, Workflows help your team actively manage their work – and so much more.





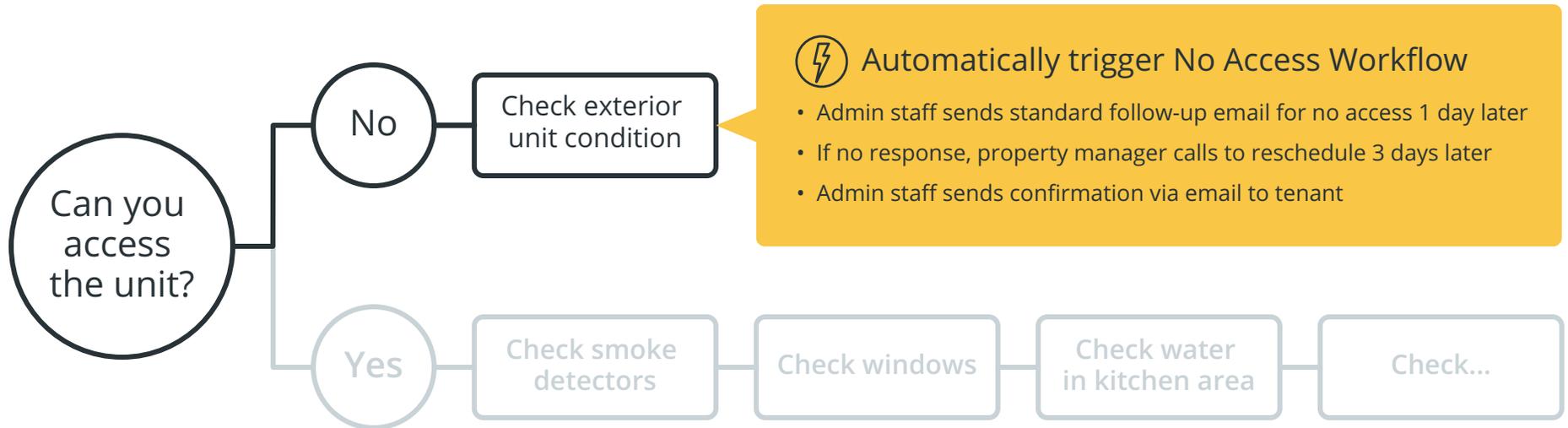
Let's take a look at workflows in practice:





This inspection was automatically triggered and assigned to your maintenance team based on time of year (annual unit review).

UNIT 1



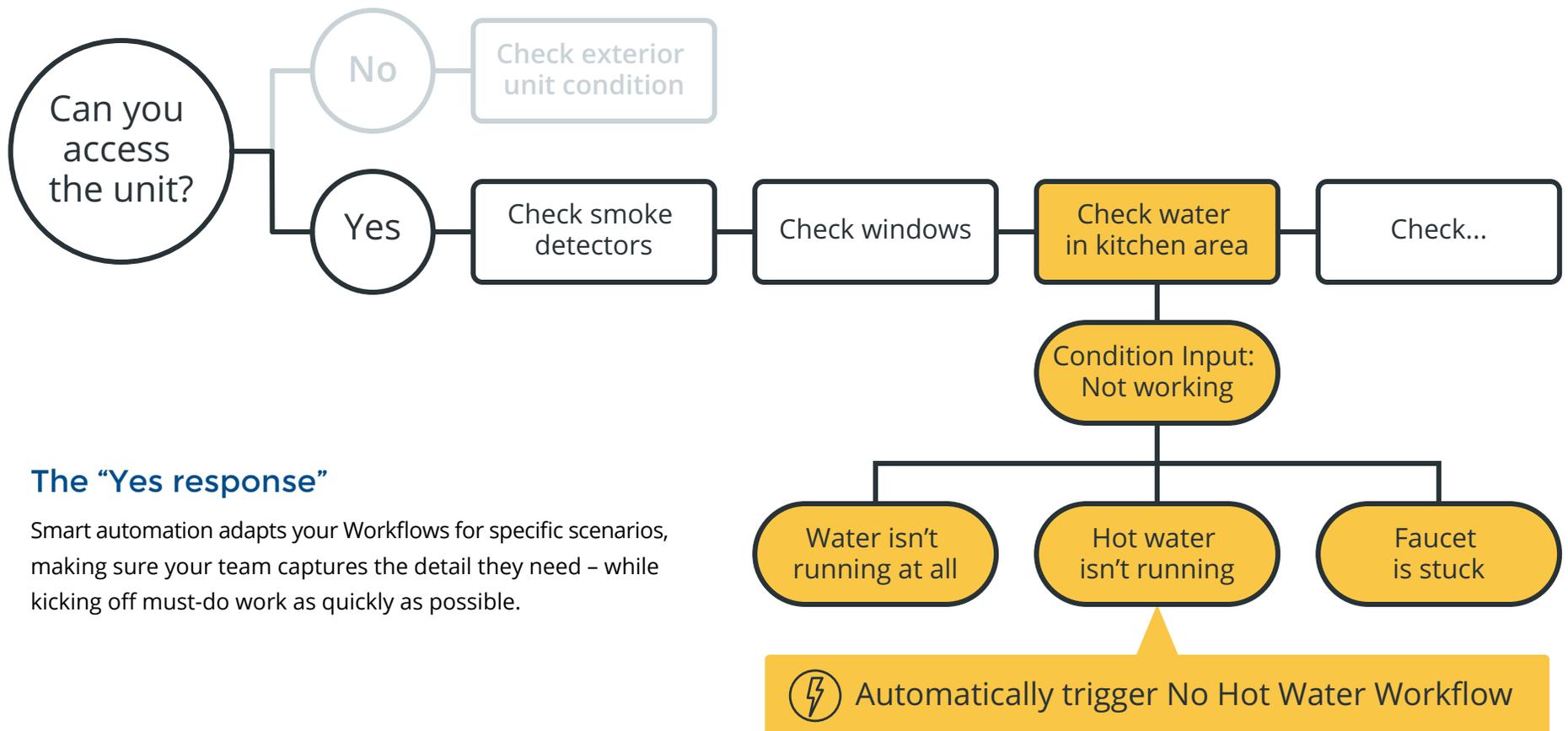
The “No response”

Instead of work steps being buried in a manual back at the office, Workflows automatically inform your team what they need to do based on what they’re seeing and recording onsite.



This inspection was also triggered as part of your annual unit review, to the same staff member on the same day.

UNIT 2



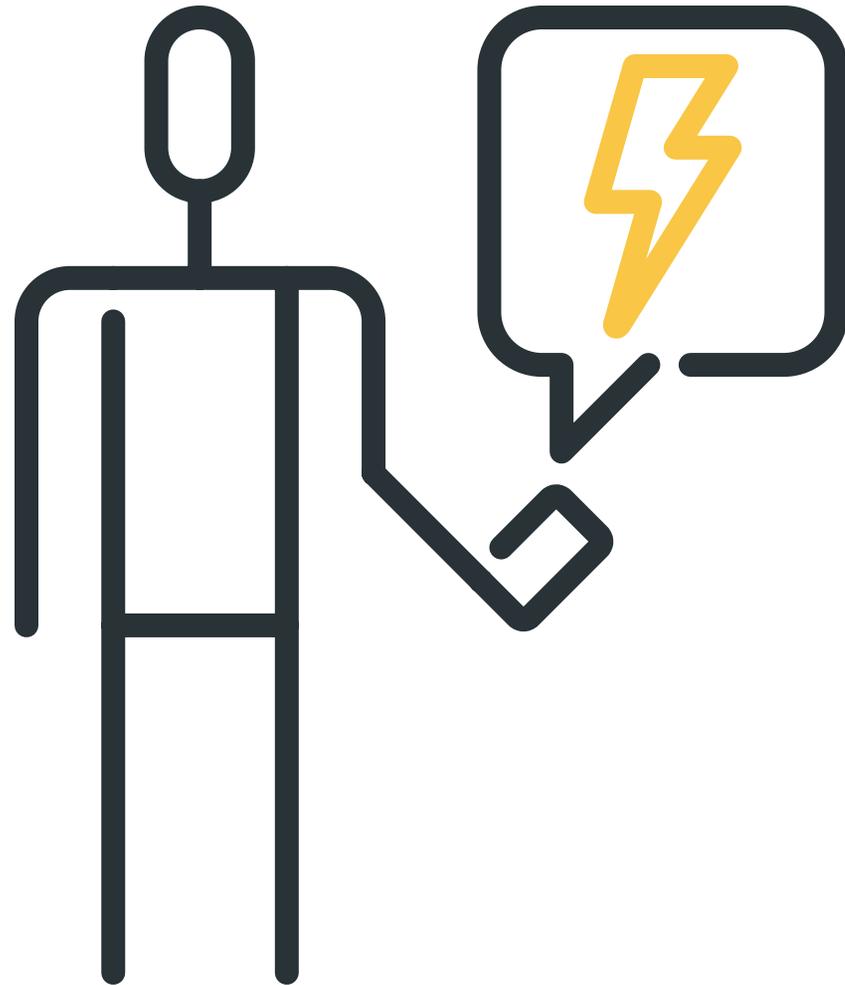
The “Yes response”

Smart automation adapts your Workflows for specific scenarios, making sure your team captures the detail they need – while kicking off must-do work as quickly as possible.



Workflows enable your team to operate at the speed you require without sacrificing any critical details necessary for operations.

Workflows also give the details you need for operational success without being in the weeds. Workflows leverage operations to help drive NOI, instead of letting operations run in excess of your goals.



Using Smart Automation To Grow Your Business

Highly automated companies are 6x more likely to experience revenue growth of more than 15% versus companies with low automation.*

That's why most small and medium-sized enterprises are expected to adopt business workflow automation on a huge scale over the next few years.**

Your company can't afford to miss out on what's quickly becoming more than a trend. Taking advantage of tools that use smart

automation won't just impact your short-term plans - it will have a lasting effect on how you use operations as part of your growth strategy.

By implementing smart automation, you can cultivate executional excellence across your business and unlock your company's potential for NOI improvement.

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* www.servicenow.com/company/media/press-room/servicenow-survey-shows-2018-as-the-year-of-automation-for-routine-enterprise.html#Information-Market-for-Forecast-Period-2017-2026.html

** www.globenewswire.com/news-release/2018/01/18/1296235/0/en/6-Key-Insights-on-Business-Workflow-Automation-Market-for-Forecast-Period-2017-2026.html

Join the ranks of businesses looking to improve their revenue goals – it's easy to get started:

- 1** | Outline the things you need your ops team to do in order to achieve your year-end goals.
- 2** | Review your current operations processes for opportunities to add automation – what needs to happen faster, without delays?
- 3** | Direct your day-to-day protocols towards dynamic solutions (smart technology) and away from rigid pen and paper.



Unleash the power of smart automation for your business.

Find out how at sitecompli.com/incheck



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