EXPERIENCE PRINCIPLE + CRITERIA

Experience Principle: Proactive Employee Engagement
1. Criteria: Promote regular staff-tenant interactions through community engagement programs and adequate staff training.
2. Criteria: Standardize property inspections and task tracking to maintain property value and ensure efficient service delivery.
3. Criteria: Optimize the KPI system with clear, regularly updated metrics and real-time performance feedback to foster continuous improvement and competitive adaptability.

Experience Principle: Tenant-Driven Services
1. Criteria: Implement a user-friendly platform for easy rental of property tools and services.
2. Criteria: Establish a tenant resource-sharing initiative for shared use of tools and other items.
3. Criteria: Create a mutual-help platform for tenants to exchange services, advice, and support.

Experience Principle: Transparency & Responsiveness
1. Criteria: Maintain transparency by providing a detailed, accessible list of all prices, fees, and fines associated with the property.
2. Criteria: Establish explicit tenant responsibility guidelines to align expectations and foster a harmonious living environment.
3. Criteria: Implement a streamlined system to track and communicate the progress of repair and maintenance tasks in real-time, ensuring prompt resolution and enhancing tenant satisfaction.

Experience Principle: Commercial Value Maximization
1. Criteria: Foster strategic collaborations with external merchants to enhance tenant benefits and diversify service offerings.
2. Criteria: Develop add-on customizable services tailored to tenant needs to improve satisfaction and retention.
3. Criteria: Optimize property utilization by renting spare spaces for commercial purposes, introducing additional revenue streams.
4. Criteria: Solicit external merchant advertisements and promotions to cultivate a vibrant and resourceful community environment.

Experience Principle: Dynamic Space Utilization & Management
1. Criteria: Design versatile function rooms to accommodate diverse tenant needs, ensuring effective space utilization.
2. Criteria: Implement a seamless booking and appointment system for ease of access and efficient management of shared amenities.

CONCEPT
Some concepts that may be developed

First Phase

- Tenant-Staff Performance Feedback
- Preventative Maintenance and Workflow Surveillance
- Performance-Driven KPI Optimization
- In-House Maintenance Tool Rentals
- Tenant Tool Sharing

Second Phase

- Neighbor Aid Networks
- Incentivized Mutual Aid
- Openly Available Service Charges and Penalties
- Definitive Service Level Classifications
- Real-Time Service Request Updates
- External Merchant Collaboration

Third Phase

- Renting Out Available Spaces
- Additional Chargeable Services
- In-House Advertising Opportunities
- Functional Zoning of Property Spaces
- Reservation Systems for Shared Spaces

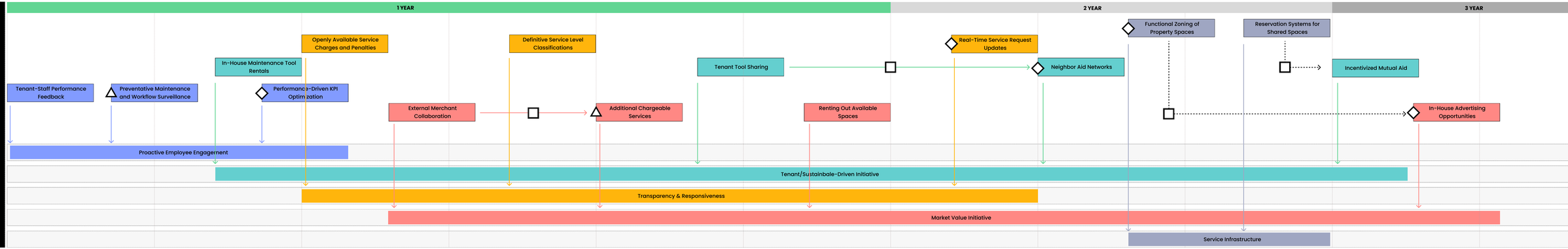
VISION OF CUSTOMER ENCOUNTER
Customer does this at each step of a customer journey map.

- Tenants submit feedback regarding staff performance through a digital platform. This could involve rating staff on various parameters and providing comments about their service experience.
- Tenants report any issues or malfunctions they notice in their apartments. They also have access to a maintenance inventory check system where they can see the availability of essential maintenance parts.
- Tenants experience the benefits of staff performance improvements as a result of enhanced KPIs. They enjoy better service quality, faster response times, and an overall improved living experience.
- Tenants use an online platform to request the rental of specific tools for minor home repairs. After use, they return the tools following the agreed-upon rental guidelines.
- Tenants post availability of their own tools for sharing or borrow tools posted by others via a digital platform.
- Tenants offer or request assistance via an online community platform, forming bonds with their neighbors and reducing reliance on property management for minor issues.
- Tenants actively participate in helping each other to earn rewards, which they can redeem within the property or community, thereby increasing their engagement and sense of community.
- Tenants review the list of service charges and penalties on the provided platform. This understanding informs their decisions about usage of services and any potential repercussions.
- Tenants review the different levels of service classifications when they have a repair need. Based on this understanding, they submit their service requests with the appropriate classification.
- Tenants submit service requests and use the platform to track the real-time status of their requests, providing them with a sense of control and reducing anxiety about the timeline.
- Tenants may interact with the businesses that are a part of this collaboration, either physically (by visiting stores), or digitally (via a mobile app or a website). This could involve purchasing products, availing services, or attending events or workshops.
- Tenants might engage with the businesses or services that occupy these rented spaces. This could be through purchasing goods, availing services, or participating in events hosted in these spaces.
- Tenants may decide to use these additional services, such as housekeeping, laundry, or personalized concierge services, depending on their individual needs.
- Tenants view the advertisements, which could influence their buying decisions. They might also provide feedback on the appropriateness and relevance of these ads.
- Tenants adapt to and use the newly defined spaces according to their needs. This might include areas for remote work, recreational activities, or social gatherings, enhancing the overall living experience.
- Tenants use the reservation system to book shared spaces for personal use, leading to an enhanced living experience due to the availability and efficient management of these spaces.

VISON OF FRONTAGE ENCOUNTER
Which are visible to the customer.

- Staff members receive and acknowledge feedback, using it as a way to improve their performance. They also respond to tenant feedback to clarify any misunderstandings and build rapport.
- The maintenance staff regularly inspect the apartments and common areas, documenting any potential issues or malfunctions. They also monitor the maintenance parts inventory and restock as needed.
- Staff members follow the updated KPIs, adjusting their work processes and behaviors to achieve these targets. They also participate in regular performance reviews and training sessions to improve their skills.
- Property management provides and maintains the platform that allows safe and secure tool sharing among tenants.
- Property management manages the community platform, monitors interactions for safety and compliance with community rules, and steps in to facilitate or moderate as needed.
- Property management administers the rewards system, validating and awarding points based on documented mutual aid activities.
- Property management maintains an up-to-date list of service charges and penalties, readily available to all tenants. They address any inquiries or disputes related to these charges and penalties.
- Property management uses these classifications to prioritize and respond to service requests. They address any inquiries or disputes about the classification of requests.
- Property management updates the status of each service request at each stage, addressing any inquiries about the progress.
- Property management tracks and manages the rental of rentable tools, performs regular checks on their condition, and updates the digital platform with available tools.
- Property management develops and implements a comprehensive system for tracking and managing the rental of rentable tools, including regular checks on their condition and updates to the digital platform with available tools.
- Property management facilitates partnerships with external merchants, negotiates deals, and communicate these collaborations to the tenants. They would also ensure the quality and relevance of these collaborations align with tenant needs and preferences.
- Property management teams would advertise these spaces, handle negotiations with potential renters, and ensure that the tenants are informed and comfortable with these businesses.
- Property management teams would promote these services, facilitate service delivery, and handle payments and feedback.
- Property management teams handle ad placements, ensure ads are not obtrusive, and gather feedback from tenants about these ads.
- Property management introduces the reservation system to tenants, provides instructions on its use, and troubleshoots any issues. They also manage the shared spaces and ensure reservations are upheld.

VISION OF BACKSTAGE SUPPORT
Which are not visible to the customer.

- The property management and IT teams collaborate to gather and analyze user feedback, which is then used by HR for staff training and performance reviews.
- The property management team reviews and approves maintenance reports and orders for inventory replenishment. They also analyze the maintenance reports to identify trends and potential problem areas.
- IT maintains the system for reporting and tracking maintenance issues. The procurement team manages relationships with suppliers to ensure a smooth supply of maintenance parts.
- HR and management teams conduct regular performance reviews based on the updated KPIs. They also organize training and development programs to help staff achieve their KPIs.
- Property management maintains an inventory of rentable tools, performs regular checks on their condition, and updates the digital platform with available tools.
- Property management tracks and analyzes activity on the platform to understand community dynamics and to identify areas of potential improvement or intervention.
- Property management monitors the effectiveness of the rewards system, making adjustments as necessary to maintain its fairness and appeal.
- Property management continually reviews and updates the charges and penalties based on business needs and market conditions, ensuring their relevance and fairness.
- Legal team ensures that all charges and penalties are in compliance with applicable laws and regulations, while IT ensures the online platform is updated promptly with any changes.
- Property management reviews and updates the service classifications based on their experience and feedback from tenants to ensure they reflect the actual service needs.
- Property management coordinates with service personnel and contractors to get updates on the progress of each service request.
- Property management teams research potential merchants for collaboration, negotiate terms of partnership, onboard merchants, and monitor the performance of these collaborations. They may also deal with legal considerations associated with these partnerships.
- Teams identify available spaces, assess their potential uses, determine rent pricing, and manage lease agreements. Regular inspections to ensure the terms of the lease are adhered to would also be part of this.
- Legal support for drafting and enforcing lease agreements, maintenance teams to keep spaces in rentable condition, and marketing teams to advertise these spaces to potential renters.
- The teams work to identify potential additional services and advertisers. They establish pricing and negotiate ad placements, onboard service providers, manage service quality, and oversee ad scheduling and display.
- Property management teams, in collaboration with interior designers or architects, plan and implement the zoning, taking into account the varied needs of the residents. They may also coordinate with legal teams to ensure zoning complies with relevant regulations.
- Property management teams, together with IT specialists, implement the reservation system and ensure its smooth operation. They also continuously monitor its effectiveness and adjust the system based on tenant feedback.
- IT specialists provide technical support for the reservation system, while cleaning crews maintain the shared spaces, ensuring they are ready for the next reservation.

ROADMAP SEGMENTS