

**ELEVISION**

**Resident  
Communications  
Best Practice Guide**

2023

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# Introduction

There is no doubt we live in a world where effective **communication** acts as the **foundation** for any business' success.

With thousands of interactions throughout our lives, we often struggle to master this skill. **Communicating** with one resident can be tough, but reaching all residents poses an even greater challenge.

In this guide, we explore strategies to enhance resident communication, ranging from using multiple channels to fostering consistency and more. These tips aim to **empower property managers** and community leaders to keep their residents informed and engaged.



# Resident Communication Challenges

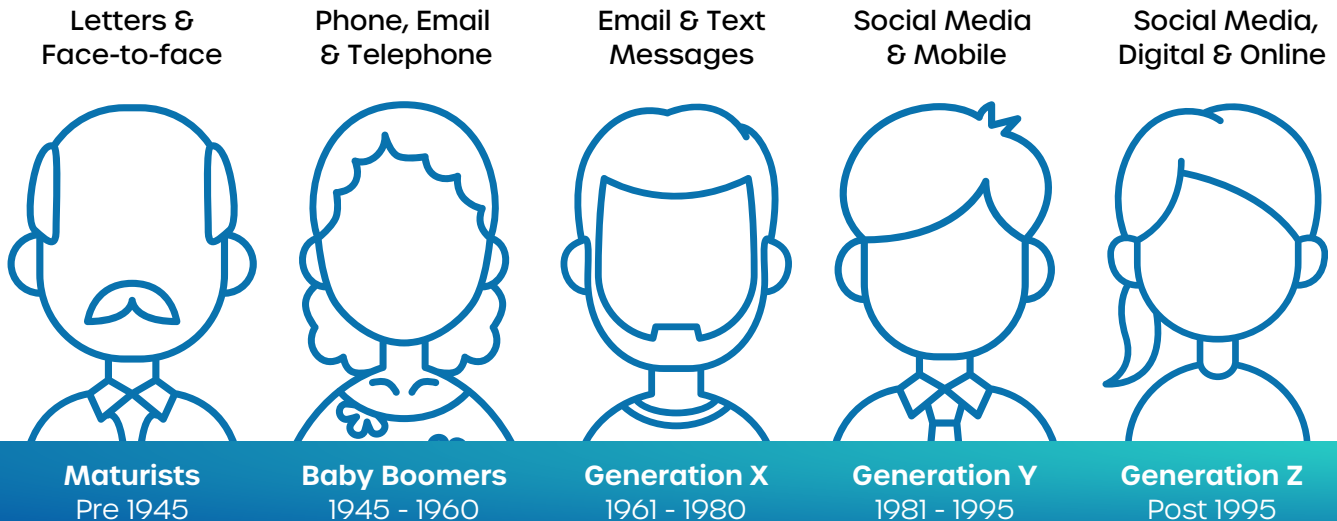
## **01.** Increasing demand for timely responses

Residents frequently contact property managers for various reasons, including maintenance requests, lease inquiries, and financial assistance. They have a strong expectation of receiving prompt responses. According to Forrester Research, 77% of customers consider valuing their time the most critical aspect of good online customer service.

Meeting these expectations positively shapes their perception of your company. Timely responses enhance customer service, while delays can lead to negative experiences.

## 02. Handling various communication platforms

Property management firms serve a diverse resident population spanning different generations and cultures, each with distinct communication preferences. With these variations in demographics, property managers must navigate multiple communication channels to address resident needs effectively. Balancing these preferences can be challenging, potentially leading to overlooked interactions. Finding a solution to streamline these preferences is crucial.



### 03. Lack of real-time updates

Another significant challenge in resident communications lies in the lack of real-time updates and notifications available to property managers. While property managers may receive crucial information promptly, conveying these real-time notices to residents can be a complex task.

This discrepancy in timing can lead to delays in sharing essential updates, creating a gap in communication efficiency. It underscores the need for property management companies to bridge this gap, ensuring that residents receive timely and relevant information to enhance their overall experience and satisfaction.



# Resident Communication Best Practices

## **01.** Develop a communication plan

Creating a solid communication plan is vital. Daily messages are great for regular updates, but for emergencies, you need a different approach. Build an emergency plan so residents know what to expect in terms of communications from the property managers during unforeseen events.

## **02.** Make your messaging consistent

Residents value consistent information updates to prevent misinformation. This way, you can ensure a steady flow of information whilst representing your company's brand voice and values. This paves the path towards lasting brand loyalty.

### **03.** Communicate regularly

Communication should not be limited to emergencies alone. Depending on your property's specifics, consider regular check-ins, whether monthly, weekly, or daily, to ensure everyone stays informed and engaged.

### **04.** Transparency creates trust

Transparency plays a vital role in establishing and maintaining trust. When challenges like building repairs arise, openly acknowledge the inconvenience and communicate the reasons behind them.

### **05.** Ensure accessibility

Finally, to succeed in your communication efforts, make sure it is accessible to all residents. Different age groups have preferences, so centralise sources for real-time information distribution and operational efficiency.





# Resident Communication Solutions

Recognising the typical challenges that property managers encounter and adopting best practices to address them is important. Yet, there's a key missing piece to ensure these best practices work seamlessly. Elevator digital screens offer a valuable tool for effectively implementing these practices in residential communication.

These screens provide an engaging platform to convey essential information to residents, including event notifications, emergency procedures, and maintenance updates. They ensure that residents receive crucial messages as part of their daily routines.

Additionally, elevator screens cater to diverse age groups and communication preferences, centralising information sources for efficient and timely updates.

**Awareness messaging  
on digital screens to  
drive people to  
social channels  
(and vice versa)**

**Dynamic designs  
and impactful  
messaging  
catering to lasting  
brand awareness**



**Displaying  
community/building  
/local events as a  
way to further  
communicate with  
residents.**

**Third party  
Ad revenue as  
additional source of  
profits for property  
managers.**

Integrating digital screens in elevators can enhance your residential communication strategy, streamlining the process of keeping residents informed and engaged whilst addressing common challenges.

# Past Success

## **Saleh Al Akrabi**

CEO - DIFC Property  
Management



"We look forward to continue working with Elevision to provide around the clock financial data, market insights and news to the region's financial industry. Innovation and digital transformation truly define us at the DIFC as we always look to improve efficiencies for our clients and community."

## **Garry Murray**

Managing Director



"Elevision's platform has proven invaluable as a resident communication channel in our properties, and their news and infotainment has always been appreciated and well received by our tenants and residents."

**Let us help you build a stronger,  
more connected community.**

Speak to our team today.

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