Apartment Service Evolution Map (vertical)

What is evolution map?

This evolution map has been constructed in a way that clusters different concepts together toward reaching Apartment service transformation's Core Purpose. To support the Core Purpose we have created Experience Principles that guide HOW this purpose should be enacted, with criteria that defines the action needed to ideally reach these objectives.

For anyone who may be involved throughout any initiative to inform them of the intended future vision as well as all of the interconnected activities and partners who need to be involved.

Experience Principle & Criteria:

Experience Principle and Criteria are a set of guidelines a team can commit to and drive change or shift mindsets and behaviors to deliver end-to-end experiences that live and breathe the company's values and brand.

Glossary

Customer Actions: What the customer is doing or experiencing at a given moment in their journey.

Touchpoints: The way in which an interaction takes place. Capture the channel, and exactly what is being accomplished

nteractions between staff and customers. Be sure to name the role of Front Stage Staff: | staff member.

Line of Visibility: Separates front and backstage

Backstage Staff: Staff actions that are essential to accomplish the customer experience, but that are not visible to the customer.

Support Processes: Tools, systems and processes that support backstage operations in this moment, even if the effects aren't seen until later in the scenario

Road Map for Concept

Now that you have prioritized ideas based on impact, urgency, cost etc, it's time to build a roadmap for ideas that you can commit to

 01// Take each prioritized idea and determine whether it can be done in year 1, 3 or 5
02 // Add dependencies between ideas using yellow stickies
03// Add obstacles that these ideas might face using red stickies

Experience Principle

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.

Concepts

Concept 1. Proactive Employee Engagement

- 1. Tenant-Staff Performance Feedback (An initiative that encourages residents to rate the performance of staff members. The objective is to boost morale, promote service quality, and create a closer bond between residents and staff.)
- 2. Preventative Maintenance and Workflow Surveillance (A regular monitoring and restocking system for maintenance parts inventory. The aim is to ensure service requests are handled efficiently and promptly, reducing any potential downtime.)
- 3. Performance-Driven KPI Optimization (A process that redefines employee KPIs to align with business and service objectives. The goal is to boost morale, increase revenue, and improve retention.)

Concept 2. Tenant/sustainable-Driven Services

- 1. In-House Maintenance Tool Rentals (A service that offers basic home repair tool rental. This is designed to alleviate the volume of repair requests and empower residents to handle minor issues independently.)
- 2. Tenant Tool Sharing (A platform where tenants can lend tools to each other for minor repairs. This initiative aims to reduce the burden on maintenance staff and foster a community spirit among tenants.)
- 3. Neighbor Aid Networks (An online platform where tenants can assist each other, enhancing community engagement and reducing service requests.)
- 4. Incentivized Mutual Aid (A rewards system that encourages tenant collaboration and mutual support. This strategy aims to strengthen community bonds and enhance the overall residential experience.)

Concept 3. Transparency & Responsiveness

- 1. Openly Available Service Charges and Penalties (A practice of clearly displaying extra service fees and penalties. The aim is to promote transparency and avoid potential misunderstandings.)
- 2. Definitive Service Level Classifications (A system that clarifies and categorizes the levels of repair needs, streamlining the process of service requests and ensuring appropriate responses.)
- 3. Real-Time Service Request Updates (A feature that provides continuous updates on the progress of repair requests, enhancing transparency and customer satisfaction.)

Concept 4. Commercial Value Maximization

- 1. External Merchant Collaboration: This initiative involves fostering collaborations with external merchants. The aim is to diversify and enhance the appeal of property services through expanding business networks.
- 2. Space Lease Utilization: This is a strategy that rents out available spaces such as parking lots or vacant areas within the property to external businesses. The goal is to optimize the use of space and generate additional revenue.
- 3. Customized Add-On Services: The property management can provide an array of chargeable additional services. This aims to cater to the unique needs of tenants and add a new revenue stream for the property management.
- 4. In-House Advertising Opportunities: This involves promoting commercial advertisements within the property. The objective is to boost revenue and maximize the use of available space.

Concept 5. Dynamic Space Utilization & Management

- 1. Functional Zoning of Property Spaces (An approach to dividing property areas based on functionality. The aim is to accommodate the growing need for diverse spaces, including remote work areas.)
- 2. Reservation Systems for Shared Spaces (A booking system for various building sections. This is designed to streamline the usage of shared spaces, maintain order, and enhance the experience of all residents.)







