

# Communication and Community

How DialMyCalls Helps This Organization Communicate With Residents Quickly and Clearly

As a Community Association Manager for Sentry Management, Katie Ciccotelli understands the value of clear communication. But in a community of 1400 residents, many of whom don't own computers, how can you keep everyone on the same page?

There is an answer, and Ciccotelli is thankful to have picked it up quickly. In her many years of working in her community, she's found one tool that has numerous applications.

## Who Is Sentry Management?

Sentry Management is an accredited management organization by the Institute of Real Estate Management.

The organization provides accounting systems, community managers, and advanced technology systems to in an effort to manage homeowners associations and condominiums in a way that keeps operating costs low while maintaining property values and improving the quality of life for residents.

## How Did Sentry Management Handle Communication Before Switching To DialMyCalls?

---

*"I... spend a lot of time talking to residents about different opportunities they can volunteer with in the community."*

**Katie Ciccotelli,**  
Community Association Manager

---

Ciccotelli, now a district manager, was a Community Association Manager for many years. As such, she was responsible for a site housing 1400 residents, all aged 55 or older.

But there are other reasons she contacts them, too: contract violations, disputes between residents, and sending out emergency weather alerts.

Because the community is restricted to those age 55 and older, Ciccotelli faced the unique challenge of communicating with a group of which many members don't have computers—or don't know how to use them. Because of this, most of her communication has to be done over the phone.

In the past, this phone communication was done one by one. Each of the households within the community—over 700—had to be called individually.

## Starting Out With DialMyCalls

---

*"I love communication, because that makes my life easier if everybody has good communication."*

---

Sure enough, the front page of the Sentry Management website flashes the message "Communication Is Everything."

It didn't take Ciccotelli long to realize how much she needed that system, and she contacted DialMyCalls just weeks after starting her position as Community Association Manager.

---

*"When I had started [working for Sentry Management], somebody had told me about [DialMyCalls]. A previous manager, perhaps. They had told me that there was a system out there that could help. That there was a system out there that would help greatly trying to get a hold of everybody at one time."*

---

## How Did Things Change With DialMyCalls?

Now, Ciccotelli uses DialMyCalls frequently. In fact, using DialMyCalls has cut her calling time by 90%. This extra time she saves can go into improving resident satisfaction even more: finding new clubs or volunteer opportunities, talking with residents who do require an individual conversation, checking in on emergency weather reports, and more.

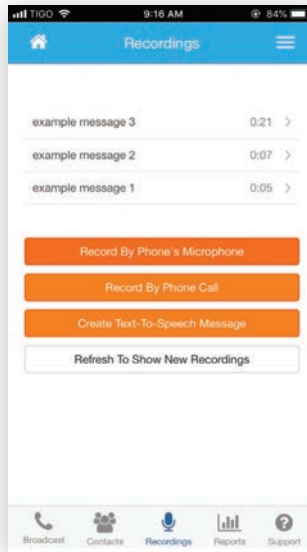
The best part is that there was no long transition period and no time is wasted on a confusing system.

*"I will say, [DialMyCalls] is really user friendly, I really like it a lot. It's easy to put new contacts in and to take them out, it's a very easy system to use, and it works, it's very efficient."*

*"The good thing is, about DialMyCalls, is I've never even really had to ask for help. It is very easy to understand, and you know right on the website itself everything is pretty easy to understand."*

Ciccotelli also appreciates the applications of DialMyCalls during an emergency. Her community is in Florida, and often lies right in the path of dangerous weather such as hurricanes.

*"I'm on the phone for hours each day. And with DialMyCalls, the great thing is that I can get a message out there immediately, to everybody, to where if there were an emergency, if there were a hurricane coming... it's very easy for me to get a hold of all 1400 residents by sending them out a prerecorded message."*



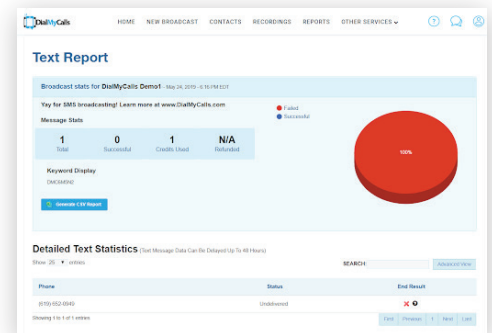
Equally beneficial during emergencies is the DialMyCalls mobile app, available for both Android and iPhone. Using the app, Ciccotelli can send out calls from wherever she is, using data instead of wifi.

*"A lot of times you know, if it's bad weather (and we do get some bad weather in Florida), our internet goes down a lot, to where the residents aren't able to check their email. . . If it's an emergency situation and we don't have electricity I can actually get on my cell phone, and I can set it up through my cell phone and allow the broadcast to go out to the whole community. . . I have a better way of actually reaching out to them than email, especially if internet is down."*

Even when Ciccotelli's message isn't urgent, it's nice to be able to send it straight to residents' phones. Then, they're more likely to receive the message before running into whatever problems it's referring to.

For example, a message about the pool being closed for routine maintenance or a road being closed for construction can reach residents even if they're on their way to the pool or wouldn't be using the closed road for several hours.

Other times, Ciccotelli appreciates that if a resident can't answer a call for some reason, the message will be left in voicemail or on an answering machine. Using her online analytics report, she can tell who answered the call, where it was left as a message, and if any numbers were invalid or unreachable.



In the future, she's looking into the applications of phone polling. This way, residents could RSVP to an event or answer survey questions, all from their cell phone or landline.

## 📣 Communication Is Everything

*"DialMyCalls helps a lot."*

It's easy to see why DialMyCalls is so useful. Being responsible for so many residents is a hard job, but using DialMyCalls saves time for management and gets messages out quickly to residents.

Sentry Management isn't the only organization that can benefit from DialMyCalls. DialMyCalls has a place in the toolbox of every organization that needs immediate mass communication with a large group.