

No More Megaphones

How One Real Estate Development Firm Communicates In Comfort

Imagine a building superintendent wading through deep snow with a megaphone, shouting an announcement about the snow plow schedule. It sounds almost quaint, like a paperboy at the turn of the century yelling the morning's headline.

It may sound entertaining for the residents where the superintendent works, but it's far from efficient or professional. Once, though, this was a reality for some Wilder Balter properties. They only remedied this inefficiency when they started using one very helpful tool.

Who Is Wilder Balter?

Wilder Balter Partners, Inc. is a residential real estate development firm located in New York state. For 30 years now, the company's contracting and property management divisions have helped to shape the residential landscape of the Hudson Valley.

Wilder Balter works to develop well planned communities with high performance homes. But both aspects of this goal require efficiency and efficacy.

Melissa Clymer, a property manager at one of the Wilder Balter properties, was part of a test run for a program that could help bring this efficiency to the table. Clymer jumped at the chance, knowing that her staff's comfort and efficacy were at stake.

Megaphones In The Snow And Fliers On The Doors

"Prior to using DialMyCalls, it was more time-consuming. We would literally type out any information and either stick it in residents' doors or try to post it where we knew everyone would be able to see it ... It became quite a time-consuming thing, when you have numerous events going on throughout the property every day."

While Clymer's communication schedule wasn't always consistent, she did always have to be on her toes. If an elevator was broken, trash pickup had changed, or the snow plow was coming, Clymer needed to let people know as soon as possible. In many cases, that meant as soon as the printer could print off a pile of copies of a typed notice.

In other cases, a communication need really did lead to superintendents with megaphones. The goal was to get the message out as soon as possible and hope that residents could hear it.

"I think my super appreciates the new system a little better," Clymer jokes.

Clymer explains that communication with residents took at least a couple hours out of her workday. What's more, the communication needs didn't stop with the end of the workday, and she often had to deal with communication issues during her downtime, too.

How Did Wilder Balter Switch To DialMyCalls?

"[Corporate] had tried [DialMyCalls] out sort of as a sample at one or two of the properties and thought that it would be something helpful for us. We did a trial basis here as well and I loved it."

It only took a short trial period for Clymer to recognize how useful DialMyCalls could be at her property and to recommend that the company use it at all their properties.

"Since then we recommend it to most of the properties."

What It Looks Like In Practice

"Working with seniors, they're not really up for change. They like things the way that they're used to. So although it was a great and super easy transition for me, it took a little bit longer with [my residents], to get them used to it."

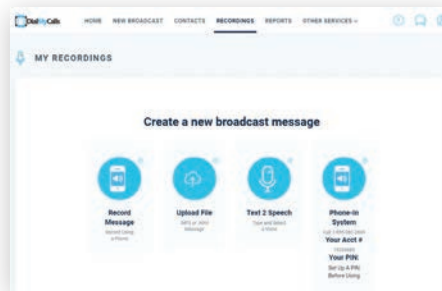
Clymer explains that working in a community of older residents does have its challenges.

The challenges associated with starting to use DialMyCalls were short-lived.

"I'd say within a month of using it, I had many people come to me every day and just say 'we love your broadcasts!'"

While DialMyCalls offers a text-to-speech option for those who would rather not speak their message allowed but do want it delivered via a voice call, Clymer usually opts to record the call herself.

"I always do it in my own voice so that they're comfortable. It's not a robot recording. So they appreciate that, and they appreciate being kept up to date."

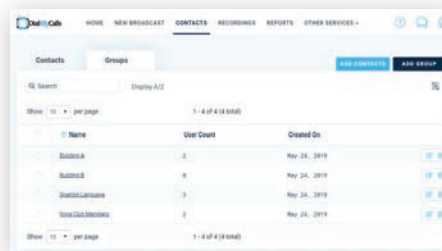


Clymer and her staff have found many uses for these automated voice calls.

"Some of the little things, you know, somebody calls me to tell me an elevator is down in one of the buildings. Normally we would walk down there and tape a piece of paper to the elevator saying 'out of order.' But now I can just pick up the phone and send a blast to everyone within that building, just letting them know currently it's out of order, the mechanics are on their way, we expect it to be up and running by whatever time."

Clymer can also divide her contacts easily into groups, allowing her to contact just those to whom each message pertains.

Some of her most used groups include one of all of the participants in a specific yoga class and one of all Spanish-speaking residents.



While Clymer usually sends only audio calls, she also has the opportunities to send messages as texts or emails. The emails can include text like that in an SMS message, or a link to hear the audio from a voice call right from the recipient's computer.

All in all, Clymer has been consistently impressed with DialMyCalls.

"It just makes absolutely an improvement to my day every day."

A No-Brainer

Wilder Balter discovered quickly that automated communication via DialMyCalls was well worth the price. They could pay without signing a contract, and multiple employees in multiple areas could use the same account.

What's more, it saves Wilder Balter staff like Clymer precious time. This way, they can devote this time to improving their residents' experiences in other ways.

Wilder Balter isn't the only organization that can benefit from automated communication. Any group that needs to communicate well and efficiently with a group can benefit from DialMyCalls in some way.

"I think it's a no-brainer. It makes life 100% easier. It's just super fast and efficient."