



Case Study: Property Management

AKAM Living Services

Property management company uses Call-Em-All's automated messaging service to send time-sensitive updates

Business Overview

AKAM Living Services is a managing agent that provides property management, capital project management, and sales and brokerage services to owners of commercial properties and residents of their homes. Managing more than 150 multi-residential properties that house over 100,000 residents, AKAM is responsible for providing swift communication in regard to a wide array of situations that pertain to the owners and residents of its various properties.

Problem

As a service company, it is critical for AKAM Living Services to be perceived as timely communicators during time-sensitive or urgent situations. Relying exclusively on written notifications that were sent via direct mail, **AKAM needed a faster and more efficient way to deliver pertinent information to owners and residents, while minimizing staffing and facility costs.**

"Although written notifications are a great way to keep our residents informed," said Barbara Dershowitz, vice president of corporate development for AKAM, "**we also needed a quick and easy way to disseminate our messages immediately; and to the right people at the right time.**"

Solution

In 2007, AKAM resolved to supplement its written communications with automated voice messages. After researching and testing a variety of voice messaging providers, AKAM found that Call-Em-All offered the easiest-to-use and most cost-effective service.

"For us, the biggest advantage of using Call-Em-All has been the amount of time that we are able to save," said Dershowitz. "Instead of having to manually dial each individual owner and resident, we are able to record one message, hit one button, and everyone gets the same message virtually simultaneously. **When you consider that at certain times we need to make calls to thousands of apartments, the benefit is incalculable.**"

Additionally, AKAM uses Call-Em-All to segment its client list to quickly and easily initiate voice messages that specifically target the owners and/or residents of any of its 150 properties. "Our clients don't just appreciate the service," said Dershowitz, "they've come to depend on the informational calls for vital message regarding their residences."

More Benefits of Automated Messaging

Not only does Call-Em-All enable AKAM to contact its client base immediately and simultaneously, but **each broadcast call also serves as a brief advertisement for AKAM Living Services.** "We always introduce ourselves first in our recordings," said Dershowitz, "which provides an ancillary marketing benefit even when we are performing our contracted service for our clients."

Additionally, AKAM has found that since implementing Call-Em-All's voice messaging service, many of its client decision-makers have encouraged everyone in their buildings to sign up to receive the calls. "It's one less step for property owners if our calls go directly to their residents," said Dershowitz. "If they save time by not having to send messages themselves, that's just one more way that we can demonstrate our value as a service provider." Although AKAM has made exclusive use of Call-Em-All's voice messaging platform, they plan to incorporate Call-Em-All's text messaging service to further bolster its mass notification system.

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— Barbara Dershowitz,

VP Corporate Development

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