tmpl

How we created the living experience of the future with Oscar Properties

Oscar Properties realized at an early stage the need for an efficient means of communicating with their customers. A digital platform would make it easy to communicate and also add value to their core product. Our platform was the only solution available in the market that met all requirements for functionality and could also be designed entirely in line with the Oscar Properties brand. Together, we have created the digital living experience of the future.

Start-up				
	Adjustment			
		Administration / Information		
		Launch		
			Communication	
				Follow-up / Scale-up
Start	1 month	2 months	3 months	4 months

Start-up

Oscar Properties began by reviewing their internal and external communication processes to ensure that it took full advantage of the platform. They updated their communication procedures in order to subsequently make the switch to a digital work process that focused on the residents.

Adjustment

Work began to customize the app's design, a process known as white labeling. We created Oscar Properties' white-label app according to an approved design proposal and agreed technical adjustments.

Administration / Information

In parallel with this customization, content was added to the platform, such as apartment information, shared resources and documents. Procedures were drawn up for how communication in the platform should be managed and by whom. Everyone in the company understood the benefits offered by the platform and communicated this – both internally and externally. During this phase, the company's account managers maintained close contact with the responsible Customer Success Manager at Tmpl, who also held a training session about the platform.

Launch

The Oscar Properties World app was launched one month after the start of the customization and administration process. The first residents to use the app were those moving into newly built apartments in a property in Nacka strand.

Communication

During the launch, the company's project managers were in regular contact with our Customer Success Manager, who offered assistance and advice that made it easy for Oscar Properties to answer any questions residents had about the app. In combination with the communication procedures for the platform, this enabled a highly successful launch. The managers of the properties in question played a key role during the launch. The app became their primary contact channel with customers, who used it to provide feedback and report problems. The property managers also regularly interacted with customers in the properties and could naturally answer questions about the app and its functions.

Follow-up / Scale-up

The platform was evaluated after its launch. Many positive effects were noted, including improved customer communication, more flexible case handling and stronger customer relations, and the second stage in the process soon followed. Over the next 12 months, residents in all newly built properties were offered access to the app. At the same time, a number of existing tenant-owner associations were offered an opportunity to connect to the platform.