

## How we created added value for Oscar Properties' customers

Together with Oscar Properties, Tmpl has created the digital living experience of the future. Our platform solution offers many positive effects.

- Now that the platform has become the primary channel for customer communication, less time and fewer resources need to be devoted to communication work. Two account managers can now share three projects, whereas each account manager previously had one single project.
- The app has added value to Oscar Properties' core product and serves as an excellent selling point. Realtors estimate that about half of all potential buyers have shown substantial interest and have asked for more information.
- One of the services offered in the app to everyone who moved in during 2018 was cleaning from Bvtler. As a result of the attractive offering, 40 percent of one property and 10 percent of all properties have become customers, which in turn has increased revenue for Oscar Properties.
- Customer satisfaction surveys show that satisfaction with information and communication when moving into a property has increased by 20 percent since the launch of the app, which is viewed as a positive response to the new communication channel.
- Today's sustainability trend makes local offerings more attractive. Through the app, customers have easy access to a range of services, wherever they are located. In Nacka strand, local businesses are highlighted, such as bakeries, dry cleaners and gyms, which have all increased their sales thanks to exposure in the platform. In this way, the platform has contributed to the creation of a hyperlocal community, something other groups have striven to achieve but with less success.
- All residents are included as Tmpl offers digital entrance displays that can be placed in shared spaces. Even residents who do not own a smartphone can learn about the advantages offered by the platform.



By offering tenants valuable services, we boost customer satisfaction. At the same time, we're able to streamline administration and maintenance through improved efficiency. Tmpl will be an important part of our operations going forward.

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