

How we created the digital rental units of tomorrow together with Wallenstam

Offering digital housing services to its tenants is a natural progression for Wallenstam. It was clear early on that a smart platform solution would add value for residents and simplify administration and communication. For that reason, in autumn 2018, Wallenstam initiated a partnership with us at Tmpl.

Start-up

Time taken: 1 month

In the first phase, 440 rental units in four different residential areas in Gothenburg and Stockholm were selected to be the first to be connected with the platform. Working together, we formed the graphic design and adjustments to align with Wallenstam's brand. We decided that two integrations were needed: one to monitor electricity and water consumption; and one for error reporting. Wallenstam also conducted an analysis of which other functions would be of value to and useful for the residents. This resulted in Wallenstam choosing, among other features, to offer a range of services, a digital residents' file and convenient links to customer forums and to report disturbances. To further leverage the platform, physical booking boards were replaced with the equivalent function on the platform, thereby enabling tenants to easily book and share resources.

Adjustment / Administration

Time taken: 2 months

Wallenstam compiled data, including apartment information, shared resources and documents for the digital residents' file, which was later uploaded onto the platform. In parallel, at Tmpl, we completed the graphical and technical adjustments of the app. We also provided the responsible project manager with training in our administration tool and Wallenstam informed the residents about the platform. Focus was placed on digital communication and activities included producing an instruction film, which was published on the app's dedicated section on Wallenstam's website.

Launch

Time taken: 1 week

As soon as the app was available for download, Wallenstam distributed registration details to the residents. Wallenstam's responsible project manager and customer service were available to answer users' questions, who were also directed to instructions on the website.

Communication / Follow-up

Time taken: 6 months

Following the launch, Wallenstam published a number of posts in the feed, for example, invitations to information meetings and tips on the various functions of the app. As an incentive to maximize the number of registered users, movie tickets were offered.

The project was evaluated on an ongoing basis, both internally at Wallenstam and together with us at Tmpl. The next phase was to scale up the project, in other words, to connect the property company's entire portfolio to the platform.

Scale-up

Ongoing

In autumn 2019, the scale-up starts – some 8,000 rental units will be provided with access to Wallenstam's app. The scale-up will be conducted in stages that will entail adding some 500 rental units to the platform every other week.

In the autumn, we will also be adapting our platform at Tmpl to align with Real Estate Core, an ontology based on property data. This will simplify integration with Wallenstam's CRM system, which will in turn facilitate the scale-up.