



Better Service  
+ Lower Costs  

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= Increased  
Renewals



S y n c h r o S E R V

Tenant Service Solutions for Real Estate Organizations of all sizes

**Our mission is to create measurable value by building trust between the people who occupy space and those who manage it.**

**Who we are:** SynchronoSERV is an independent company focused on providing privately branded Tenant Service Solutions to real estate organizations of all sizes.

**What we do:** We provide, in the truest sense of the term, a “full-feature Tenant Service Center”. Typically, our clients outsource their entire tenant request management process to us (branded as their own) replacing their existing internal tenant request process with SynchronoSERV, primarily because we can provide better service and lower costs. While each client’s solution is unique, a typical configuration includes our “1-800” call center, web self-serve, wireless dispatch interfaces, and web based performance reporting.

**How we do it:** We provide a robust service delivery platform driven by our award-winning\* “ServCtr” software:

- dedicated tenant service call center
- simple, user-friendly tenant connection points (telephone-fax-email-web)
- powerful reporting and benchmarking all accessible via the web
- full integration with web, wireless and other essential components

**Why consider SynchronoSERV:** When you stop to think about the core strengths of your team (leasing/TI’s/negotiations with service providers etc.) is call center management really something that earns you money and differentiates you from the competition? ...probably not.

Running a “full-featured” service center takes special skills, particularly when you factor in the need for web and wireless connectivity. These days, it’s not uncommon for such a system to require the integration and support of 20+ individual software programs operating on a dozen or more servers. Add to that the team of agents and supervisors, plus the scheduling and training duties etc., and suddenly, running a 24x7 service center becomes a very big job. Yet these are the skills that make up SynchronoSERV’s core competencies.

## Why SynchronoSERV is a prudent choice.

SynchronoSERV is a prudent choice for your tenant service process for three fundamental reasons:

**Proven Abilities:** Our award-winning\* systems already exist. Our team is in place. There is no wait. There is no risk. There is no capital outlay.

**Dedicated Focus:** We do one thing: deliver world-class tenant service. Our methods are streamlined, and our performance tracking keeps us (and your field service providers) totally accountable for results.

**Bottom-line Improvement:** Our efficiency drives down your costs while our unique ability to link service delivery to tenant expectations drives up your renewals.

\*BOMA Pinnacle Award for Innovation—2002



# The game is retention. The goal is renewals.



## Targeted Service

- Problem:** Spending on Tenant Service is a total waste, unless your service delivery matches your tenants expectations.
- Result:** Dissatisfaction and erosion of trust, which leads to lower renewal rates.
- Solution:** Use **SynchroSERV** to link service delivery to tenant expectations.
- Reward:** Increased satisfaction and trust lead to increased renewals.

1



## Benchmark Against Expectations

- Problem:** It doesn't matter how good you are if you can't prove it.
- Result:** If tenants can use anecdotal complaints and you can't prove performance, you'll lose renewals.
- Solution:** Use **SynchroSERV** to avoid crisis with real time alerts if expectations are not being met. Use the powerful web reporting to demonstrate service excellence.
- Reward:** Having the right ammunition at renewal time increases renewals as well as rates.

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## Rapid Scalability

- Problem:** Rapid growth stretches staff and systems beyond their limits.
- Result:** If tenants have difficulty contacting the landlord, or if service problems arise, renewals suffer.
- Solution:** Use **SynchroSERV's** infinite scalability to keep pace with growth.
- Reward:** Grow your organization as fast as you require, without any deterioration in tenant satisfaction, and without capital costs or operating overruns.

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## Custom or Turnkey ...you decide

**SynchroSERV** provides privately branded tenant service solutions for enterprise level organizations. We also provide a turnkey solution called **ServCtr** (Serve Center) for smaller clients, or for those organizations that are growing quickly and need an immediate solution.

Our fully hosted tenant service solution, includes a state-of-the-art call center, integrated with web based "self-serve" and reporting as well as wireless connectivity. As with all **SynchroSERV** solutions, it can be privately branded, or you can leverage our "ServCtr" house-brand at no extra cost.



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