PREMISE HQ

Morguard Transforms Tenant Engagement with Conversational AI

The Challenge

Maintaining good communication with tenants may seem simple enough to execute consistently. Yet consistency can be somewhat challenging when managing multiple properties with thousands of tenants in different locations.

Until now, Morguard, a fully integrated real estate company based in Mississauga, Canada, was using traditional methods like email or phone calls that are time-consuming, inefficient, and unresponsive. They realized they needed a more effective and modern solution to enhance tenant engagement, reduce the burden of manual administrative support and improve the overall user tenant experience.

The Solution

In response, Morguard decided to deploy PremiseHQ's SAIL. SAIL is a conversational AI platform powered by advanced ChatGPT technology that was uniquely developed for the CRE industry.

SAIL provides Morguard's tenants with 24/7 self-service access to building information like tenant handbooks, rental terms and local services and amenities.

It also automates the coordination, processing and approval of requests and complaints to help reduce time-to-resolution and free up property management staff. Without contacting Morguard's property management team, tenants can also request and receive updates on the latest building news, events, service outages and disruptions.

SAIL has also made reserving everything from conference rooms and fitness facilities to loading docks and visitor parking easier for Morguard tenants. It can also schedule and manage follow-up work orders, such as cleaning services after spaces have been used.

The Results

SAIL's personalized and efficient approach to tenant engagement helped Morguard to enhance its service offerings and drive efficiencies.

Reduced support costs

Reduce manual tasks & increased efficiency

Enhanced tenant satisfaction

Reduced Support Costs

Empowering tenants to self-serve has dramatically reduced Morguard's support costs. Their property managers can resolve tenant cases at scale and allocate resources more efficiently to ensure they focus on revenue-generating initiatives rather than time-consuming, repetitive tasks.

Increased Tenant Satisfaction

SAIL has allowed Morguard to create an efficient open line of communication and support with their tenants. As a result, they can ensure tenants have the resources to solve issues quickly, mitigate future problems, and make the most of their property.

Better Understand Tenants

Morguard has also been able to draw insightful usage patterns such as the most common tenant complaints, the most requested repairs and services, or the average time to resolution to help identify areas for improved tenant satisfaction.

Future Opportunities

Morguard is also exploring automating parts of its leasing process from lead to application request to renewal. SAIL has to the power to answer prospect questions, schedule tours, and follow up via email or text. It can also prepare and coordinate lease documents for signature and payment collection and provide instant visibility into document status.

Morguard may also integrate SAIL with its building systems to make it an integral part of their business operations. As a result, their team will gain on-demand access to critical performance metrics across their entire property portfolio, such as occupancy and vacancy rates, tenant turnover, average days to lease, repair and maintenance costs etc.

"SAIL has the potential to completely change how we interact with our properties, tenants and employees to deliver seamless communication, access to information and prompt resolution of inquiries. We are working with PremiseHQ to deploy SAIL to help our team to navigate complex operations effortlessly, provide unparalleled employee and tenant experiences, and unlock unprecedented levels of efficiency."

John Chung
Chief Information Officer
Morguard

PREMISE HQ