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Managing Growth & Change

THE CHALLENGE:
KEEPING UP WITH FAST-PACED GROWTH

John Wales, Sales Operations Manager at urbanest, says, "Ten years ago, we knew the company was going to grow significantly over the next number of years." They recognised the need for a management solution that could keep up and decided that moving things in-house made the most sense from a commercial point of view.

The team initially considered RealPage® PEX as well as other options. One of the team members had worked with PEX previously and recognised that it would be a good fit for urbanest over the long term. Also, by managing their operations in-house, they realised a huge potential for cost savings because the management agent would no longer take a percentage.

THE SOLUTION: DELIVERING AS PROMISED

PEX quickly delivered when—as predicted—urbanest went through their period of rapid growth between 2011 and 2015, opening a building every year. Outside of the platform, it would have been incredibly challenging. But with PEX, the team had the ability to plug in a building within a day. "We had very little stress around that, at a very stressful time," says John. "That was very useful."

urbanest

ABOUT URBANEST

Founded in 2008, urbanest delivers accommodations designed specifically for students. Their management team has successfully opened and managed seven properties in some of the best locations in Zone 1 Central London.

Team members work alongside award-winning architects, using research gathered from students, to put their residents' needs at the forefront of every decision. Each room is designed to maximise space and light, whilst delivering the best in modern living and fresh design concepts.

THE RESULT: ADAPTING IN AN EVER-CHANGING WORLD

"This summer with COVID, as every person and company around the word has experienced, you needed to change processes quite quickly," says John.

In the summer of 2020, the urbanest team knew that by September, they would need to prepare for students to arrive in a socially distanced manner. They wanted to ensure they could book a check-in slot that allowed for one person at a time, eliminating a big queue outside.

The team requested changes to the "Book Your Arrival" slot function, so they could see when people were arriving. And, the students could be safe in the knowledge they weren't walking into a busy and crowded reception area.

"We briefed the modifications in June and delivered the revised process in August for the arrival of new students—a rapid turnaround," says John. "Since then, we've reviewed the supporting processes and systems with the PEX team to bring improvements for the 2021 intake into the roadmap."

Most importantly, the team was able to adapt quickly and effectively while preserving the customer experience.

ABOUT REALPAGE® PEX

RealPage PEX is a highly configurable and intuitive Resident Management Solution for managing high-volume, multi-tenured Co-Living and Student operations. From your website to initial rent payment, PEX delivers an applicant self-service online leasing process, Customer App and operational management system—all ensuring a superior resident booking experience.

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For more information: Visit **realpageuk.com**, call **+020-3432-2105** or email **Pexinfo@RealPage.com**

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