



“Electronic Tenant Solutions provided us with an extensive, yet streamlined, method of communication. This, in turn, enabled us to keep our entire tenant-base abreast of all COVID-related developments, as they transpired.”

Stacy Lautar
SVP, Director of Property Management

CASE STUDY

Electronic Tenant® Solutions recently assisted The Meridian Group in providing property-specific and brand-consistent messaging, to all property contacts, about the COVID-19 epidemic and property management’s on-going efforts to keep tenants safe and informed during the outbreak.

OVERVIEW

About The Meridian Group.

[The Meridian Group](#) is a real estate investment and development firm based in Bethesda, MD. Since its inception in 1993, Meridian has acquired and developed more than 14 million square feet of office, residential, hotel, mixed-use, and land with a focus on the metropolitan Washington, D.C., market.

CHALLENGE

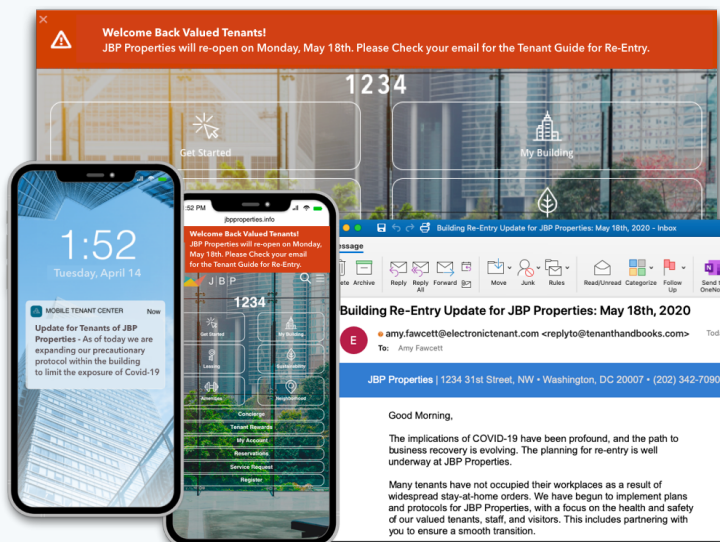
Summary of Primary Issue.

The Meridian Group identified an urgent need to provide their tenants with clear and concise messaging regarding the COVID-19 outbreak, their efforts to combat the spread of the virus within their properties, and the necessary procedures to allow them to safely welcome tenants back to their offices.

RESULTS

Summary of Results.

In 2020, The Meridian Group used their ETS Communications Applications to send an average of over 1,800 emails, per week, to all contacts across their portfolio of 15 properties.



SOLUTION

Summary of Solution.

The Meridian Group was able to successfully establish the Electronic Tenant® Portal and ETS Communications Application as a go-to platform for disseminating important information on COVID-19 and the measures being taken to ensure the health and well-being of all property contacts.

The Portal quickly became an informational hub, with sections dedicated to sharing the latest news and updates, such as national and local mandates, as well as resource materials on topics such as keeping a clean office and tenant re-entry guidelines.

The ETS Communications Application allowed The Meridian Group to quickly email and text all contacts across their entire portfolio. They were also able to utilize ETS’ custom Templates. These graphic-based, property-specific Templates provided a professional and brand-consistent feel, while delivering critical information to all property contacts.

“Not only did the Electronic Tenant Solutions’ support staff aid us in the delivery of pertinent COVID-19 information, via the ETS Portals and Apps, they also assisted us in locating the most current and dependable information available. “

Tanya Graves
Director of Marketing & Tenant Services



BENEFITS

- Operational Efficiencies
- Time Savings
- Informed Tenants / Management / Employees
- Timely Communications
- Greater Preparedness / Security
- Better Sustainable Performance
- Positive Brand Awareness
- Satisfy On-Demand Expectations
- Increased Productivity
- Enhance Third-Party App Use / Value
- Improved Tenant Attraction / Satisfaction / Retention

CRITICAL VALUE / ROI

- Proven Process
- Superior Quality Product
- Alleviate Management Burden
- Eliminate Inefficiency
- Optimize App Utilization
- Eliminate Deterioration
- Advance Branding
- Property / Portfolio Consistency
- Proliferate Best Practices
- Engender High Standards
- Superlative Tenant Experience

CLIENT SUCCESS & SUPPORT RESOURCES

- Dedicated Representative
- Project Management
- Graphic Design
- Copywriting
- Programming
- Communications Experts
- Workflow Process Specialists
- Content Library
- Unlimited Support
- Video Tutorial / Training
- In-Depth Online Help Center
- Email, Chat, Screen Share & Phone Support
- Detailed “How To” Documents
- Weekly Training Webinars
- Private & Portfolio Webinars
- Scheduled In-Person Training

* May require additional apps / fees

FEATURES

- Custom Design / Branding
- Bespoke Content
- Responsive Designs **NEW**
- Video Integration
- Embedded Forms*
- Photo Gallery / Image Rotations
- Third-Party Integration
- Neighborhood

CAPABILITIES

- 24/7/365 Informational Resource
 - Emergency Preparedness
 - Security
 - Services
 - Operations
 - Policies & Procedures
 - Amenities
 - Sustainability
 - Neighborhood
- Integrated Communications*
 - Desktop
 - Email
 - Text
 - Mobile
 - Registration / Preference Management
 - Calendar
- Third-Party Integration
 - Energy Star
 - Work Order / Service Request
 - Sustainability Performance
 - Energy Performance
 - Video
- All Property Types
 - Office
 - Medical Office
 - Multi-Use
 - Retail
 - Industrial
 - Multi-Family
 - Student Housing
 - Facility
- Multi-Purpose
 - Tenant Portal
 - Leasing
 - Facility Management
 - SOP Portal
 - Sustainability Portal
 - Preparedness Portal

