

IWATSU
TELECOMMUNICATIONS PRODUCTS

PROVEN SOLUTIONS

ADIX System a Competitive Advantage for Demmon Partners

A seven-year owner and counting, Ruth Burke is a loyal ADIX system advocate. As a property manager for Demmon Partners apartment communities in northern California, you can be sure an ADIX is at every location Ruth oversees. That's because the ADIX has not only cut costs, it has also made daily operations more efficient and hassle-free. And with 21 years of property management experience, Ruth knows first-hand the unbeatable difference ADIX makes in managing a business.

Since the majority of business is generated over the phone, Demmon properties use the ADIX to get callers interested and in the door. The ADIX provides an easy way for potential residents to access the information they need to make a buying decision. With the automated attendant, Demmon properties can customize automated greetings and announcements. They can also customize various menu options for callers to retrieve office hours, listen to current specials and contact leasing agents.

"We used to pay \$165 per month for an answering service that mixed up or never delivered critical messages. We also paid \$50 per month for a voice messaging service," says Ruth Burke, Property Manager, Demmon Partners. "ADIX has enabled us to cut costs, improve efficiency and most importantly, enhance customer service in call handling. Being in control of our own communications has made a significant difference in the way we do business."



Demmon Partners properties are winners of For Rent Magazine award for Best Property, Best Curb Appeal and Best Leasing Agent. All winning locations own Iwatsu's ADIX system.

The ADIX automated attendant also streamlines the emergency reporting and service request processes. When residents call in, they can select the emergency menu option to retrieve cell phone numbers of on-call maintenance staff. Residents can then immediately contact staff that may be on other service calls. This allows maintenance staff to more efficiently jump from job to job, rather than returning to the main property between jobs to retrieve new service requests.

From a training perspective, the Monitor feature on the Iwatsu digital key telephone also helps maximize customer service levels. Managers can silently monitor a leasing agent on a customer call. This capability allows managers to frequently evaluate and adjust customer service levels and overhear first-hand feedback.



Caller ID also gives Demmon properties a more competitive advantage since the feature is not commonly used in the property management industry. The ability to retrieve caller ID information allows agents to make convenient follow-up calls and track which areas calls are originating from. According to Ruth Burke, potential residents are lost to the competition without the ability to follow-up.

If servicing is required, an Iwatsu technician can simply access the ADIX and immediately program the system remotely. This saves time and the hassles of a technician coming onsite. Although this convenient option is available, Demmon properties have never needed to use it. "In the seven years I have owned the ADIX system, I have never had a single technical problem or required servicing. The reliability of the ADIX allows me to feel confident knowing that I can do my job without worrying about its functionality," says Ruth.

The ADIX system performance never ceases to amaze long-time and devoted user Ruth Burke. The ADIX has the capability to adapt to specific individual business requirements. This advantage is what enables users like Demmon Partners with more competitive advantages, and a more cost-effective and efficient way of doing business.



ADIX-VS Cabinet

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***- Ruth Burke, Property Manager,
Demmon Partners***



Haverhill Apartment Community, one of the many award-winning properties owned by Demmon Partners. Haverhill owns the ADIX system.