

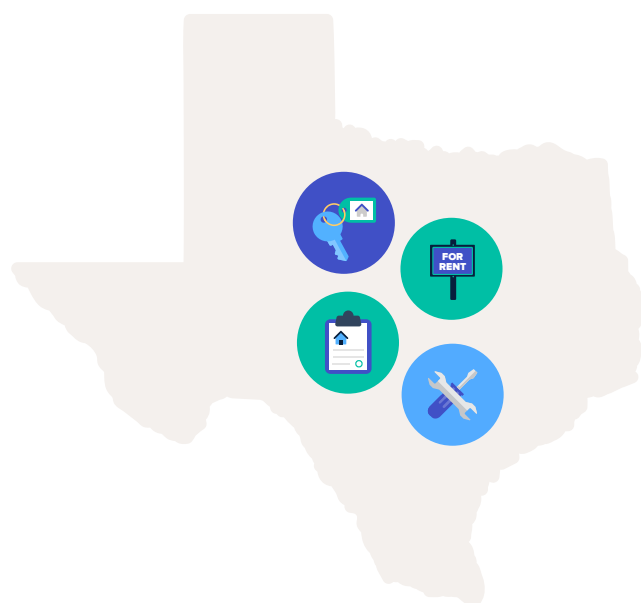


Real Star Property Management Turned to Real-Time Messaging During the 2021 Texas Power Crisis

About Real Star Property Management

Real Star Property Management is a leading property management firm located in Central Texas. Homeowners turn to Real Star Property Management for full-service property management that includes regular maintenance, marketing to fill vacancies, tenant screening, and collection of security deposits and rent. With more than 2,000 single-family properties to maintain, this property management firm is constantly in communication with several parties — homeowners, prospective tenants, residents, maintenance vendors, and others.

As it's critical to this industry, Real Star Property Management prides itself on transparent, professional interactions.



The Need for a Mobile Messaging Solution

Real Star Property Management started considering a mobile messaging solution in an effort to close the gap in communication.

When issues arise in property management, tenants expect timely action or else tenant satisfaction drops significantly. Issues are not limited to communication between just Real Star Property Management and its tenants, either. Maintenance vendors are integral, and homeowners may need to be notified as well. With both internal and external parties involved in the everyday workflow for a property management firm, there's no question that quick text messages are preferred over back-and-forth calls.

As Co-owner Isaac Schlabach explained, the property management firm also needed a centralized platform to easily monitor communication and track trends.

Isaac discovered a variety of options, signing up for trials to see what each offered. But none of the seven did the trick. Capabilities fell short of expectations, and the low cost meant features would likely remain half-baked. Real Star Property Management also considered the built-in tool from its property management software (PMS), but that felt cumbersome and unintuitive.

Zingle arrived next on Isaac's list, and Real Star Property Management has remained a Zingle customer since 2018.

The Challenge



1

Communicate quickly and efficiently.

2

Support internal and external communications.

3

Centralized platform to monitor and track trends.

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“Of course we could let employees use personal phone numbers, but that doesn't let us follow along with their conversations and there's just no data to pull from those interactions. We needed a solution to fully communicate via text messages with various groups as a company.”

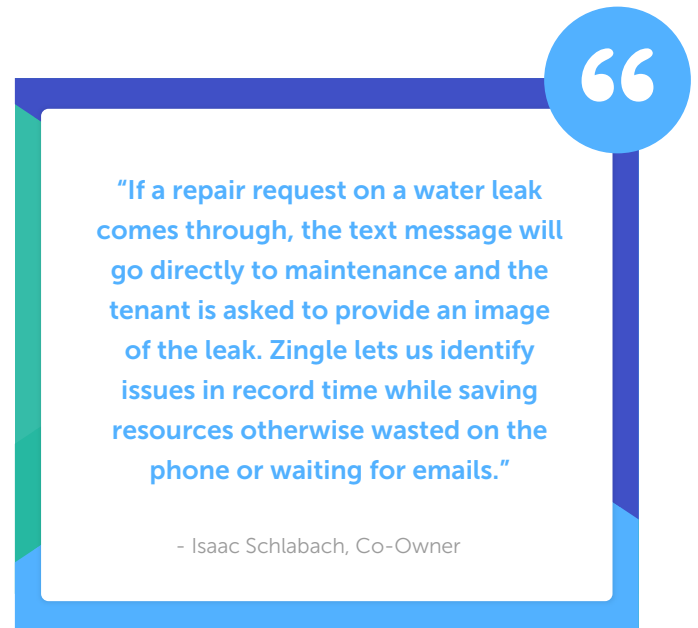
- Isaac Schlabach, Co-Owner

Real Star Property Management & a Seamless Experience

Isaac and the team at Real Star Property Management rely on Zingle to automatically route incoming text messages to the appropriate departments.

Zingle accomplishes such a seamless experience using a blend of automated responses and communication directly from a team member. Zingle automatically reviews the message, and once the intent is understood, Zingle automatically responds to frequently asked questions or routes text messages to the right team to ensure a swift follow-up response from Real Star Property Management.

Think about this, too: Real Star Property Management is only growing, and of course it will continue hiring staff to keep up with expansion. But the needs of homeowners, prospective tenants, and existing residents are vast. Zingle allows Real Star Property Management to address common or tedious correspondences without drastically increasing



overhead by offloading those correspondences to its tech stack with confidence. Staff are instead able to focus on the most impactful interactions and their core job functions.

Real-Time Messaging During the 2021 Texas Power Crisis

Texas found itself at the center of a crisis in February 2021 after a snowstorm and frigid temperatures resulted in power outages throughout the entire state. Real Star Property Management needed to act — the safety of tenants and the infrastructure of properties were at serious risk. So this wasn't a simple matter to gloss over and easily move on from.

As it turned out, this property management firm didn't struggle at all to communicate during the 2021 Texas power crisis and avoided disaster. True to itself, Real Star Property Management acted with transparency and professionalism.

Zingle's real-time messaging allowed Real Star Property Management to communicate with homeowners and tenants across its 2,000+ single-family properties in Central Texas immediately. In a state such as Texas, the infrastructure isn't prepared to withstand temperature drops common in the midwest or northeast regions of the United States. Pipes may freeze under these conditions, and then they're likely to burst, which results in costly, time-consuming repairs.

Text messages started reaching Real Star Property Management around 6:30PM, coinciding with early snowfall and the drop in temperature hitting the area. Tenants sent '999' to trigger emergency alerts for the property management firm's employees to be notified by Zingle on their personal phones.

Isaac and the team recognized the severity of the impending deep freeze — Real Star Property Management created a tutorial video on how to trickle water and keep pipes from freezing and causing damage to properties.

Just a few minutes after receiving the '999' text messages, Real Star Property Management distributed the tutorial video to all tenants.

Out of more than 2,000 single-family properties, less than 30 properties experienced frozen pipes inside. Isaac estimated that each call-out to a property costs over \$500 at minimum, so think about the potential disruption and damage averted due to the ability

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“Getting that tutorial video out was extremely effective. You can use a robo-call to tell everyone what to do, but you can't robo-call a demonstration showing how to do something like this. We used Zingle to stay connected with communication throughout the crisis.”

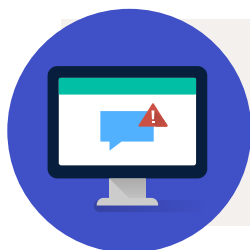
- Isaac Schlabach, Co-Owner

for Zingle's real-time messaging to distribute instructions to tenants amid a crisis.

Based on Isaac's estimate for call-outs, the savings for Real Star Property Management during the 2021 Texas power crisis very likely exceeded \$985,000.

Tenants were able to communicate with Real Star Property Management as soon as the situation escalated, and Zingle facilitated a quick, effective response that protected homeowners' properties and kept tenants safe as well as satisfied.

Zingle erased the friction between Real Star Property Management and its tenants using a seamless experience when it mattered most.



\$985K

\$985K was saved due to Zingle's ability to immediately send out a video message to all properties amid a crisis.

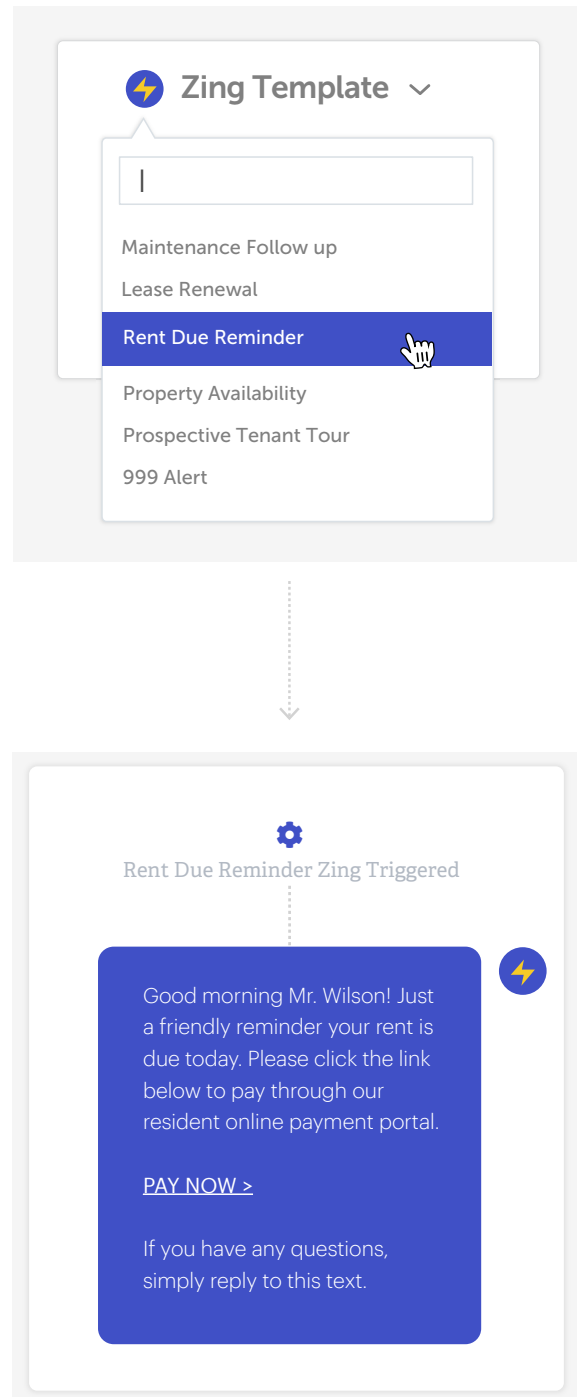
Targeted Texts for Every Group to Increase Engagement

As Zingle is also able to tag and segment key stakeholders, Real Star Property Management doesn't worry about a mass text message intended for prospective tenants going out to existing tenants. Instead, Isaac and the team curate each text message specific for the group. With that personalized touch, Real Star Property Management easily communicates with groups uniquely.

Existing tenants receive their rent reminders or lease renewals directly, and prospective tenants are in-the-know on upcoming availabilities and tours. It's a two-way street where existing and prospective tenants can then engage in a conversation with Real Star Property Management just via text, and real-time messaging feels much more natural than a call or email in the digital era.

"Calls get ignored, and emails get piled up. So we've really enjoyed getting to use text messaging with tenants and prospects in real-time to keep the conversation going."

Real Star Property Management also finds Zingle's drag-and-drop functionality for media to be a game-changer. With other mobile messaging solutions, Real Star Property Management felt sluggish needing to upload each image and then attach it to a message. Drag-and-drop with Zingle means that Real Star Property Management pastes pictures directly, streamlining the process during, for example, maintenance-related communications where visuals are imperative.



Scale Communication with Business Growth

Real Star Property Management adds 200 to 250 properties annually. Yet with Zingle able to automatically respond to common questions there hasn't been a correlated rise in call volume despite this significant growth.

"Once we introduced Zingle, our call volume stabilized to 100,000 phone calls every year. We don't worry about that figure rising and not having enough employees available for calls because Zingle is convenient for everyone involved. Tenants love to

text us because they know they'll get a quick, complete response and that's led to higher resident satisfaction."

So even while Real Star Property Management expands its portfolio, call volume remains stable and much more manageable due to Zingle taking on inbound and outbound communication through text messages which is far more efficient than talking on the phone or exchanging emails.

By The Numbers



2000+ Properties

with 250 properties added each year, all connected to Real Star Property Management via Zingle



100K Annual Calls Stabilized

Even with consistent annual growth, call volume does not increase but remains steady year-to-year as real-time messaging handles communication.



98.5% Properties Unaffected During Crisis

With a single text message, less than 30 properties were affected by frozen pipes during the 2021 Texas power crisis.



4 Minutes to Nearly \$1 Million Savings

Took just 4 minutes to record a tutorial video on trickling pipes before sending it out to all tenants at once, ultimately avoiding costly property damages while a snowstorm hit the region.

About Medallia Zingle

Medallia Zingle empowers businesses to engage, support and respond to customers in more meaningful and impactful ways. Zingle's customer engagement platform combines artificial intelligence and machine learning with workflow automation and mobile messaging, allowing brands to easily deliver exceptional customer experiences in real time. Leading brands across different verticals, including hospitality, food & beverage, retail, and more, use Zingle to increase efficiency, improve operations and delight their customers. Zingle is a division of Medallia, the pioneer and market leader in experience management. Find out more at zingle.com.

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