



Paradigm

MANAGEMENT

Location

Arlington, VA

Units managed

10,000

Portfolio

Owned and Managed

Product

ParcelAlert™

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Taryn Silva, Marketing
Paradigm Management

Introduction

Paradigm Management Company is a full service development, construction and management company dedicated to providing exceptional customer service at all levels. The entire Paradigm portfolio—from the high-end Meridian brand of luxury communities to mixed-income and affordable-housing communities—experiences the same level of excellent service. In 2013, Paradigm selected Entrata’s ParcelAlert™ as the package tracking service of choice for its 18 luxury, mid and high-rise properties.

The Challenge

Contain the Convenience

Online shopping – the pinnacle of modern day conveniences. We all know you can get everything from clothes and shoes to all your organic groceries online and have them delivered directly to your doorstep. The majority of the population utilizes online shopping to some extent, and the convenience is coveted even more by 25-35 year-old, career-driven individuals; who also happen to be the key resident demographic for Paradigm’s Washington D.C., N. Virginia and Maryland metro market luxury high rises. But just how impactful are their online shopping habits?

Historically, during the holiday shopping season, stretching from Black Friday and Cyber Monday through the New Year, Paradigm averages 150 packages delivered to any given property every day. Every. Single. Day. Last year a property saw more than 220 packages come through its doors over the course of a day. Not surprisingly, the sheer volume of packages really takes its toll on the front desk staff.

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“That number of packages would take our concierge away from their desk for an entire day,” says Taryn Silva, marketing manager for Paradigm. “Just to log the packages and put keys in mailboxes, we are talking a solid four to six hours of time, which is not what we want our concierges doing.”

Concierges serve a vital customer service role for Paradigm. They are often the first face someone sees when they enter the property but they also answer resident questions, suggest restaurants and even offer assistance to prospects. And yes, package service is included in their duties, but shouldn’t monopolize their time. Paradigm needed to reestablish their concierges as concierges, not package delivery specialists.

The Solution

ParcelAlert Integration for Ease of Use

Finding the best way to manage the package overload was relatively easy. For Silva and Paradigm, it all came down to finding a system that met three requirements: First, integrate with the firm’s property management software; second, offer ease of use for staff; and third, enhance the resident experience. After evaluating two package-tracking systems, Entrata’s ParcelAlert was the clear winner. With its ability to not only interface, but also fully integrate with Paradigm’s property management system, the front desk teams no longer had to spend hours sorting, organizing and delivering packages.

ParcelAlert pulls resident data directly from Paradigm’s property management system. When a community receives a package or a large delivery of packages, the concierge simply scans each package. Once all are scanned and submitted, ParcelAlert automatically notifies individual residents that they have a package waiting for them. Finally, when a resident comes to retrieve their package, they simply sign for it on SiteTablet™.

The onboarding process was seamless and stress-free. Set up time was minimal explains Silva. With ParcelAlert residents can select how they want to be notified of a package – either via email or text message. They simply log into their resident portal and indicate their preference. This convenience illustrates another reason why ParcelAlert’s ability to integrate with Paradigm’s property management system was paramount.

“Making residents sign into various portals and applications is just not good business practice,” says Silva. “We wanted to make sure our residents had one place to make payments, to check for packages, submit work orders, and find out about fun resident activities or events. Entrata was a good fit, and that’s why we went with ParcelAlert.”

The Results

Received and Handled: Time Savings Ultimate Advantage

Paradigm’s concierges are no longer a slave to the convenience of online shopping and its resulting packages. Through the automation of bulk scanning, instant resident notification and package receipt signatures, the front desk teams are getting their days back and Paradigm is realizing the cost savings.

In fact, according to Silva, ParcelAlert has reduced the time concierges spend dealing with packages each day by more than half – from four to six hours down to one or two hours, depending on the time of year. “Those who are using ParcelAlert every day absolutely adore it because of the amount of time they save,” says Silva. “I’m hearing things like, ‘Seriously this is the best thing ever.’ and ‘Whoever created this is a genius.’”

So it does all come down to convenience. Residents want the modern convenience of having their clothes, shoes, or groceries delivered directly to their apartment home. ParcelAlert delivers the convenience of time to front desk teams and answers the resident demand for convenient notifications.

Time Spent On Packages



SYSTEM REQUIREMENTS

- Integrate with Prop Mgmt Software
- Easy to use
- Enhanced resident experience