

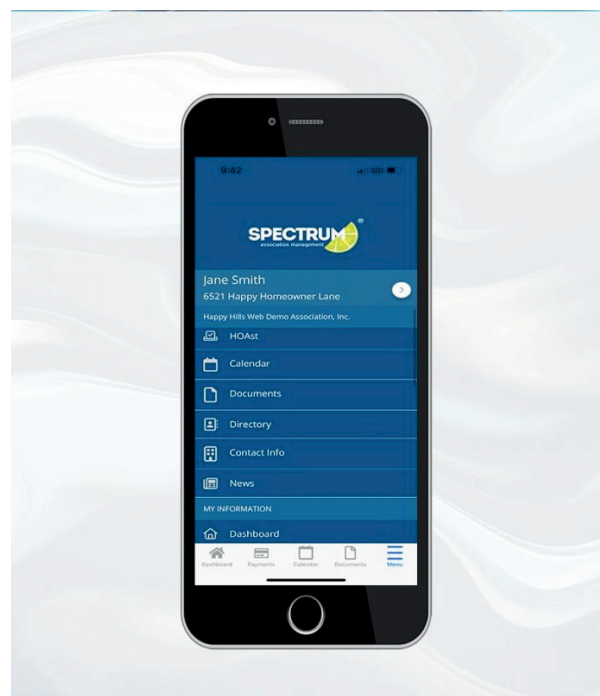


CINC Systems

CASE STUDY:

SPECTRUM ASSOCIATION MANAGEMENT CATAPULTS GROWTH THROUGH MOBILE INNOVATION

Learn how CINC Systems' self-service tools helped this association management company stand out from the competition, earn new business, and even create a new revenue stream, solidifying its status as one of the most profitable companies in the industry.



Year Founded:	2000
Known For:	Standout Service With Same-Day Response Times
Customers:	Single-Family Home Communities
Parent Company:	OrangeBox Enterprises
Headquarters:	San Antonio, TX

EXECUTIVE SUMMARY

With more than 200,000 units in its portfolio, Spectrum Association Management is among the most profitable companies in the industry — and it didn't get there by settling for the status quo. Understanding the frustration homeowners and boards experience when communication from management companies is sub-par, Spectrum aimed to provide unparalleled service.

It needed self-service tools to enhance the customer experience and allow managers more time for homeowner engagement. Spectrum leveraged CINC's platform to launch its homeowner app; it was so widely adopted that it significantly reduced contact volume, both with calls and emails.

CINC's Influence

66%

of Spectrum Homeowners use the app

39%

of all Homeowner Payments are made in the app

12%

reduction in contact volume - calls and emails

97%

of Spectrum clients renew with them year-over-year

“

Communication is probably the number one thing that people are looking for, and why they leave a management company is because they're not getting something from their community manager or the organization as a whole.”



Terri Allen

Director of Customer Experience
Spectrum Association Management

SpectrumAM's CINC Story



A Long-Term Relationship

Spectrum and CINC have partnered for nearly two decades, effectively “growing up” and evolving together.



Self-Service Tools Help Differentiate

CINC's custom-branded tools enabled Spectrum to deliver on its value proposition to provide high-touch service.



Technology Drives New Revenue Stream

The success of Spectrum's white-labeled CINC tools sparked a whole new, app-only business model: Jellybird.



RESULTS WITH CINC

Having partnered with CINC for 18 years, Spectrum was already leveraging CINC's technology to provide homeowner self-service tools like online payment and gate key registration via a web portal. When CINC launched its mobile app functionality, Spectrum saw an opportunity to put those tools at homeowners' fingertips.

"We've really pushed for everything to be in the app," said Customer Experience Director Terri Allen. "I think everybody wants that convenience. Nobody really wants to call anybody anymore."

Spectrum launched its mobile app in 2020 and began promoting it to homeowners across all available channels – from billing statements to office signage.

"If we bring on a new association, we let them know in their welcome postcard that they can download the mobile app where they can do everything online."

Their efforts were wildly successful. 66% of homeowners in Spectrum's portfolio, or more than 130,000 people, use the app – an industry record. CINC technology also helped Spectrum earn business, including a new 2,500-unit account.

"When we are engaging with people wanting a bid, technology is always the question: What technology do we have for homeowners?"

CINC is dedicated to making living in a professionally managed community a great experience, which is driven through technology that engages and supports homeowners.

To stay up-to-date on further mobile innovations for the homeowner experience, we invite you to join the conversation on social media, connect with our team at industry events, and be part of the collective effort to move the CAM industry forward.

Differentiators Driving Success



Self-Service Tools

"Everything in our business is a form...We're making it easier because they can do anything any time they need to and not just during our business hours."



White Labeling

"You want everything branded so people recognize who you are. You have that through the website, so it just kind of flows. It looks seamless."



Accessibility

"I can't imagine having a community of people and telling them, 'This is only available for Apple.' Because if they're not being supported, then you'll probably get more calls of frustration."

