

# IFS success engagement optimizes Field Service Management operations for the world's largest property management company



By optimizing IFS Field Service Management (FSM) through a Tailored Customer Success engagement, Associa's branches have significantly increased financial performance and productivity over the last three years.

Founded 41 years ago, Associa is the industry's largest property management company in the world, operating throughout the United States, Mexico, and Canada.

Offering property management, maintenance and many other services, Associa continues to grow and expand rapidly. Explains Jamie Luke, Senior VP of Associa OnCall, the companies maintenance division, "Essentially we serve associations of all types: single-family, condo, mixed-use and master-planned communities, luxury high-rise, active adult, resorts, golf and commercial to name a few.

Associa's maintenance team manages every aspect of property maintenance. "We deal with routine scheduled maintenance, repairs, landscaping and general property maintenance, but also provide large scale CapEx service for projects like roofing, concrete, asphalt and envelope needs," explains Jamie Luke.

Since October 2020, the company has been using IFS Field Service Management. The platform is supported by IFS Application Management Services as part of a Tailored Customer Success program.

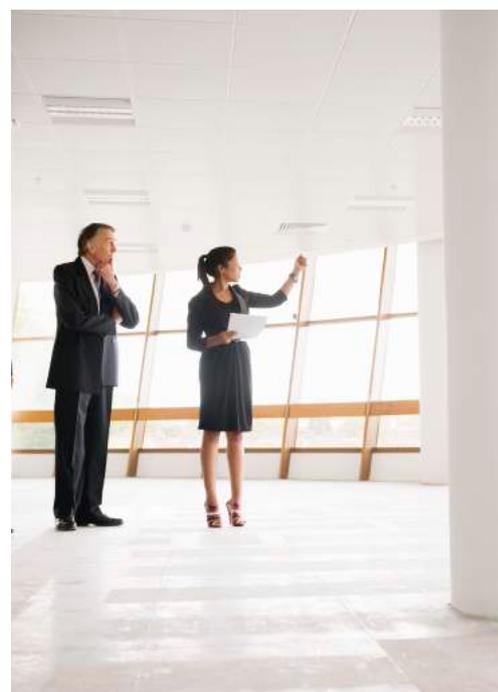
## Unified solution

"Of my 800-strong team, at least 500 field technicians will be using the platform on any given day," says Luke. "Initially, we saw that FSM could help us with invoicing, tracking people, and billing – essentially transactional processes. As we've grown, especially over the last three years, using FSM has helped us improve our efficiencies and increase our bottom-line margins by a large percentage. Our customer satisfaction has definitely improved, and that's a result of our ability to track the efficiency of our people and streamline and automate several transactional areas.

"Having one unified platform shared by both technicians in the field and all our in-branch administrators is huge. Our technicians can log in to FSM on their cellphone or tablet and instantly update, log or track the status of any job or project, adding images or comments as needed."

## About Associa

Founded by John Corona in 1943, today Associa is the largest property management company in the world. With more than 200 branch offices across North America, and 10,000 team members, Associa delivers management and lifestyle services to nearly five million residents worldwide.



With a diverse field force covering many skills the system's ability to offer translation within the mobile app is especially useful. Explains Luke, "In Southern California, for example, we have a high number of technicians and operatives whose first language is Spanish. The app offers them useful real-time translation on-screen."

## Focused optimization resources

Before migrating to IFS FSM in 2020, Associa had used a heavily customized version of the solution predecessor, IFS Metrix Service Management, for around 7 years. "In discussions with IFS about FSM it became clear that Application Management Services (AMS), part of IFS's Success engagement offer, could provide us with the immediate support and resources we needed to clean up and configure the solution for our specific needs," explains Luke. "The idea of purchasing a monthly allocation of tickets that could deliver competency, operational and expert resources appealed."

"We started our AMS contract in April 2021 with the focus firmly on optimizing performance of the tool for all our users. We were fully expecting the IFS team to need at least six months to get up to speed with all the complexities of our operation. But in under three months, our IFS experts in the US and Sri Lanka were already making major inroads for us, for example changing business rules."

## Revenue process recovery

Some of the most important capabilities for Associa in FSM surround revenue and invoicing capabilities. "We're pushing high volume revenue dollars every single week through the system, and an average of 1,200 invoices. It means FSM has to support several dependencies across our own systems, including automatic integrations," says Luke.

"Our AMS tickets with IFS ensure that we access the IT resources needed to ensure the best possible performance and system uptime, so our revenue stream is not compromised. For example, we recently had an instance where we noticed performance suddenly degrading, to the point that over seven days our billing and revenue processes effectively stopped, creating a backlog. IFS quickly identified some legacy business rules that were the cause, called in business specialists to help, and worked tirelessly to resolve the issue clearing the backlog within a week. The response from the IFS AMS team was very impressive."

## Benefits seen using IFS success

- Immediate IFS expertise on demand
- Regular cadence for meetings & planning
- Scalable crisis issue support
- Resource to optimize and configure functionality and performance
- Increased employee productivity
- Fixed monthly engagement budget



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“Our AMS tickets with IFS ensure that we access the it resources needed to ensure the best possible performance and system uptime. The team is professional, listens and consistently delivers quality outcomes.”

Jamie Luke, Senior VP, Associa OnCall

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## Structured planning

Regular communication and planning is an important benefit of the AMS engagement for Associa. “I really value the cadence of discussions and planning that IFS drives,” says Luke. “We meet weekly to review current priorities and progress, and also discuss longer-term projects like updates. On top of that we also have monthly and quarterly reviews. Our IFS experts are a seamless extension of my own team.”

Luke is also looking at ways IFS Customer Success engagement can support more operational enhancements in the future. “We’re definitely interested in developing some further specific report functionality and analytics to get even more out of our platform,” he says. “There are some reports that I know FSM can generate that’ll be very useful for our managers and my directors to analyze the business and improve our planning going forward.”

## Choosing success engagement

What advice would Luke offer to a company considering IFS Success? “For me the thing that really appealed about Tailored Success was the structured way of working that IFS then drives. There’s so many moving pieces to an application like this and the first six months to a year after implementation are critical to getting business processes right. Tailored Success gives us instant escalation and immediate access to resource to get things done quickly, but also delivers a planned IT approach for the business. I can say that time to resolution, both first response as well as time to close the ticket, has been exceptionally good.”

### Find out more

Further information, e-mail [info@ifs.com](mailto:info@ifs.com), contact your local IFS office or visit our web site, [ifs.com](http://ifs.com)

