

Canberra Business Parks reduces business costs with Alacrity's TAMS

Canberra Business Parks aims to facilitate the growth of small business by providing realistically-valued serviced commercial space at four business parks across the ACT.

To streamline communication and networking between its sites, Canberra Business Parks sought an intra-business parks communication system that would allow its team to quickly contact its 120+ tenants via email and SMS.

After researching a variety of potential solutions, Canberra Business Parks chose local supplier Alacrity Technologies (Alacrity). Since then, Alacrity's system, known as the Tenant Advisory Management System (TAMS), has helped Canberra Business Parks dramatically improve its communication system and save its staff some 10 hours of manual administration time weekly.

Canberra Business Parks wanted to streamline interaction

Before deploying TAMS, the communication process across Canberra Business Parks' four locations was a time-consuming manual task.

Rachel Ozerskis, Head of Marketing and Sales for Canberra Business Parks, explains, "Before we implemented TAMS, staff would need to firstly find the correct contact information and then telephone all our tenants and staff to relay relevant or urgent information. As you can imagine, this took a great deal of time and in some cases, when we were working with time-critical information, the system was simply not quick enough."

"We knew our contact management system was outdated but none of the systems on the market that we knew of, met our exact business requirements."

"We needed a system that would be simple to use and easily accessible for staff across all four of our business parks."

Rachel Ozerskis, Head of Marketing and Sales

TAMS saves Canberra Business Parks 10 hours weekly

After an exhaustive market review, Rachel finally found Alacrity. She says, "We set up Alacrity's solution TAMS to eradicate the burden of manual processes and create the ability to easily contact multiple individuals in a matter of minutes."

"TAMS saves us 10 hours per week on communication tasks and activities such as locating replacement staff. It's a 100% improvement on previous systems."

Rachel Ozerskis, Head of Marketing and Sales



100% of Canberra Business Parks' tenants and staff use TAMS

Today, all Canberra Business Parks' tenants and staff use TAMS for its ability to allow them to interact quickly and accurately without interrupting their businesses and lifestyles.

Jessica Salvage, Director of Link Web Services and Canberra Business Parks tenant says, "TAMS has definitely complemented our business and our business processes. We are now 100% sure that if an issue arises at Canberra Business Parks - for example, when the internet connection goes down - we will know about it immediately. This allows us to take appropriate actions to ensure our customers aren't affected."

Rachel adds, "We now have a system in place across the business parks to help ease the burden on staff. TAMS made the shift from personal to electronic a smooth transition for both management and staff."

Benefits to Canberra Business Parks:

- Accurate communication with tenants and staff
- Timely interaction with tenants and staff
- Reduced daily manual administration time
- Increased staff productivity

The TAMS process

Administrators:

- Log into the TAMS website and search for the recipients names on the online database
- Type the message and choose the method of communication, either SMS or email
- Once completed the message or messages can be sent

Canberra Business Parks looks to the future with TAMS

Today, Rachel has no hesitation in endorsing Alacrity's TAMS. In fact, she explains, she believes it will support Canberra Business Parks as it grows, "Improving our systems and processes is important for our further growth and sustainability. TAMS' simplicity and flexibility allows our business to evolve with ease."

"To top it off, Alacrity has been fantastic to work with. They are extremely helpful and receptive to our business needs."

"I envisage TAMS will become one of Canberra Business Parks' core solutions for dealing with a large percentage of our business issues and will be the cornerstone of our business relationship management philosophy."

Rachel Ozerskis, Head of Marketing and Sales

About Alacrity

Alacrity Technologies (Alacrity) is a fast-growing Australian company that was created to deliver on the promise of intelligent business interactivity. Our patented CLEW (Closed Loop Environment for Wireless) technology enables real-time interaction for urgent information. Leading organisations like The Australian Bureau of Statistics, The Catholic Education Office, The Royal Australian Navy and The Australian Customs Service use CLEW.

Founded in 1998, Alacrity has offices in Canberra and Sydney and services organisations internationally through a network of trusted distributors in Asia, the Middle East and the United Kingdom.