



Hillcrest is a property management company serving HOAs, condominiums, and townhome communities in the Chicago, Illinois area. *Lindsay Diaferia*, whom you will hear from in this case study, is the Director of Client Services.

CHALLENGE

Hillcrest wanted to streamline client service operations, but needed a way to automate maintenance workflows, input resident data, and gain high-level insights of their operations.

SOLUTION

Hillcrest implemented Pilera to manage maintenance and staff tasks, increase client satisfaction, and stay competitive.

RESULTS

Now, Hillcrest:

- Issues over hundreds of Work Orders a month.
- Created charts in the knowledge base for Association information.
- Reduced phone calls as residents are notified of work orders and can find information online easily.

A Manager in Every Home: How Hillcrest Is Delivering Quality Resident Experience

Balancing great customer experience with daily operations in a community management company involves focusing on a people-first approach. For Hillcrest Property Management, that means staying on top of the best ways to deliver exceptional customer service. Hillcrest Property Management has been serving Chicago, Illinois community associations and residents for over thirty years. Lindsay Diaferia, Director of Client Services at Hillcrest Property Management, emphasizes that their client service goals include increasing “transparency by creating accountability both internally and externally along with streamlining our processes...It also includes treating each of our clients as if we lived on their Property ourselves.”

A day at Hillcrest

Lindsay describes that a day at Hillcrest “includes servicing clients whom come to our office for a range of items (parking pass/building key/fob access/clubhouse rental/pool passes/etc), answering phone calls, returning emails and voicemails, following up with a Property Manager on items that needs advisement from them or their Board, issuing Work Orders based on the advisement of the Property Manager, completing mailings for various

Associations, working on small or large projects with a Property Manager, [and] issuing violation letters.”

The challenge to streamline operations

Hillcrest’s main challenge was eliminating paper Census forms and binders that staff had to continually add information to. “This takes up a lot of our staff’s time collecting them, organizing them, keeping track of them, and inputting all the date[s] on those”, says Lindsay. Additionally, having important reports on hand and reducing maintenance request calls to the office were critical. Lindsay stated, “Previously, residents were constantly calling in for an update on a work order.”

Hillcrest partners with Pitera

In 2017, Hillcrest Property Management teamed with Pitera Software, a community and property management solution, to provide their team with tools to organize resident records, streamline maintenance processes, and provide residents with a central place to update and receive critical information. “Pitera has been beneficial for us internally and externally. Additionally, the accountability that Pitera offers is extremely useful when it comes to giving Boards information regarding what we have done vs what a Resident might say. Lastly, the user friendly capability that the entire system ensures”, says Lindsay. Through Pitera, the Client Services team at Hillcrest issues over hundreds of Work Orders a month, creates numerous charts in the Knowledge Base for residents and staff to find Association information, and gains insight about their operations through work order and resident data reports. Pitera is excited about their collaboration with Hillcrest. Ashish Patel, CEO and founder of Pitera, says “We look forward to our continued partnership with Hillcrest. They are a very well-known management company, a great name in the Chicago area, and we’re very happy they’ve chosen us. We aim to help our clients increase operational efficiency and enhance their value-oriented services to residential communities.”

Looking ahead

As Hillcrest continues onboarding new community residents onto Pitera, online resident database and work orders will help their property managers to automate many operational tasks. It will also offer an easy way for residents to get updated information. Lindsay explains, “The user friendly factor goes a long way. We made this change for our Company after deciding which route to take because this is the best option to better serve our clients and staff in a positive way.”