

CUSTOMER CASE STUDY

Managing communities efficiently



Customer Name

Cassie O' Connor
Director

Years in Industry

17+

Company

Absolute Strata Management

Product

Strata Master and File Smart

Location

Orange, NSW

Absolute Strata Management was initially established to meet consumer demand for fixed fees without compromising great service. Owned and operated by Lance O'Loughlin and Cassie O'Connor, they believe that constant training and development of staff is essential and that technology is key to success. Cassie speaks to Rockend about their experience with Strata Master and File Smart.

With over 17 years of experience in the strata industry, Cassie has dealt with a range of community title issues and found it best to take an individual approach to strata management, rather than the usual "one size fits all".

Indeed, flexibility is key when it comes to strata and community management and to achieve this, the team at Absolute Strata Management turned to the solutions provided by Rockend.

"We've been using Strata Master for over 10 years now and have implemented File Smart in July 2011," says Cassie. "It's been a huge time saving. File Smart, for instance, has cut the time it takes for processing of accounts by 40%".

Seamless transactions = happy clients

The team at Absolute Strata Management prides itself in being able to provide a professional, courteous and efficient service while keeping costs to clients at a minimum. Cassie and her team couldn't be more happier that File Smart has helped them improve their operations and customer service.

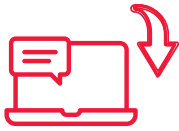
"We decided to implement File Smart as there is a huge amount of paperwork in this job and too much time was spent looking for paper which create delays in getting back to clients. File Smart solved this problem."

"We had all the documents in our fingertips so the response time to our clients was almost instant and we could resolve issues while on the phone."

"When asked by potential clients what we can offer that is different (aside from customer service) it's the technology."

rockend
File Smart 

"File Smart has also enabled our administration staff access to information which enhanced their ability to assist the client during first point of contact. It really gave clients confidence in our ability to help them. We believe File Smart saved us the equivalent of one staff member."



Saving time while saving on paper

Implementing File Smart was easy for the team at Absolute Strata Management but in order to fully maximise the benefits of the system, they had to cut down on paper use - and Cassie admits that it took a bit of time for their office to do so.

"Initially, we were using File Smart alongside our paper filing system but it didn't take long to be fully confident in File Smart. Now, we dispose of all documents as soon as they are archived," says Cassie.

"Our team all saw the benefits of the system and we were on board from the start. Overall it has been a really positive experience."

As for her and the whole agency's experience with Rockend, Cassie only has good things to say.

"We are very satisfied with the service from Rockend. Several members of the Rockend team have worked in the strata industry so they understand what we want and need. We are very happy."



Comprehensive task management for streamlined operations

The team recently implemented File Smart workflows, which allowed them to electronically move documents around the business and assign people for different tasks such as review and approval.

"The tracking feature is great as we know where documents are at all times. Even if a document is archived incorrectly, you can still search it and find it, unlike a piece of paper," explains Cassie.

"We now use the Workflow list in File Smart as our main task list so we work from it everyday. We can see how many staff are working on particular matters so we can clearly see where we can improve and streamline our processes."



"The workflows in File Smart is a great tool to monitor efficiency of the office and identify areas that require fine tuning."

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