

CASE STUDY

ELMINGTON PROPERTY MANAGEMENT

SOLVING THE CHALLENGE OF DIGITAL PAYMENT ADOPTION



THE PROBLEM

Elmington Property Management has historically found it difficult to implement new technology because new suppliers frequently fall short during the onboarding process. Change management across 200 on-site teams and tens of thousands of residents can be a significant challenge, and has proved to be a major hurdle in the adoption of payment technology in the past.

According to Dalton Niravong, Software Specialist at Elmington, *“Other fintech software providers spent more time telling us what went wrong than what they are going to do to make it right. Or, we heard, ‘This is how it is, sorry, you’re going to have to adapt.’”*

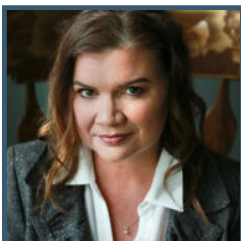
ABOUT ELMINGTON

- Leading owner/manager of apartments in the Southeast
- Headquartered in Nashville, Tennessee
- Managing approx. 25,000 units and 200 properties
- Diverse portfolio consisting of commercial, affordable housing, and senior living



THE SOLUTION

Finding a partner which viewed adoption as a shared challenge was key, and Elmington knew that to make the implementation a success, they needed a supplier who would be a true partner, become an extension of their team, and be “all in.” Domuso, a specialist in digital payments, was an ideal fit. Domuso leveraged its industry-leading adoption program – coupling centralized training and resources with in-person support from the account management team for Elmington’s onsite personnel. They included support with resident communication too. Jenn said, *“Domuso provided us with great marketing collateral that explained the simple payment process which we could send to residents to help get them on-board.”*



“If any of our staff had questions early on, Domuso was immediately reachable to quickly troubleshoot and solve things. But really, after about three days into using the system, it was running like a smooth ‘machine.’”

- JENN ANSLEY, REGIONAL MANAGER, ELMINGTON PROPERTY MANAGEMENT



THE RESULTS

Domuso's expertise in rolling out payment technology across diverse portfolios was key to securing widespread adoption. After just a few days, operations started to run better than ever before.

1. Greatly reduced disruptions throughout Elmington's standard workday.
2. Less frustration downstream, which frees up significant time for the corporate team to focus on growing the business.
3. Accelerated transition towards portfolio-wide 'truly digital' payments.

"Domuso has been much more hands-on and reachable when we are working through any issues. They've been right there with us the entire way." - Dalton Niravong

When change management is addressed, the benefit of going digital is realized much faster. According to Jenn, *"Before we brought on Domuso rent checks took up a big chunk of time every month because we had to physically scan all of the checks. Now, they just have to approve batches of checks, which only takes a few minutes. Rent due days are no longer a distraction, and we're so busy running our communities right now the last thing we need are distractions. Our onsite team gets all of that time back from scanning the checks so they can work on other things to serve our residents."*

Residents of all ages are finding the switch to Domuso straightforward, which makes them more likely to pay their rent online. *"Very few residents had any problems setting up their accounts... it's just so simple,"* said Jenn. And when residents have a positive experience, retention rates improve.

CONCLUSION

Finding a specialist in digital payments was key to Elmington's successful rollout and its subsequent adoption. *"Domuso's customer service has been wonderful from the start. Onboarding was so easy for our team,"* Jenn said. Domuso continues to be available to answer questions, train on-site teams -- even in-person -- and provide all the necessary materials to aid in resident adoption of the tool.

Digital payment adoption is a shared challenge and finding a true 'supplier partner' is what's enabling Elmington to go truly digital.

