

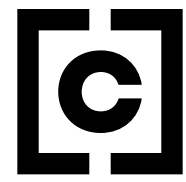
case study



**Multi Corporation**  
drives performance  
through **Chainels**



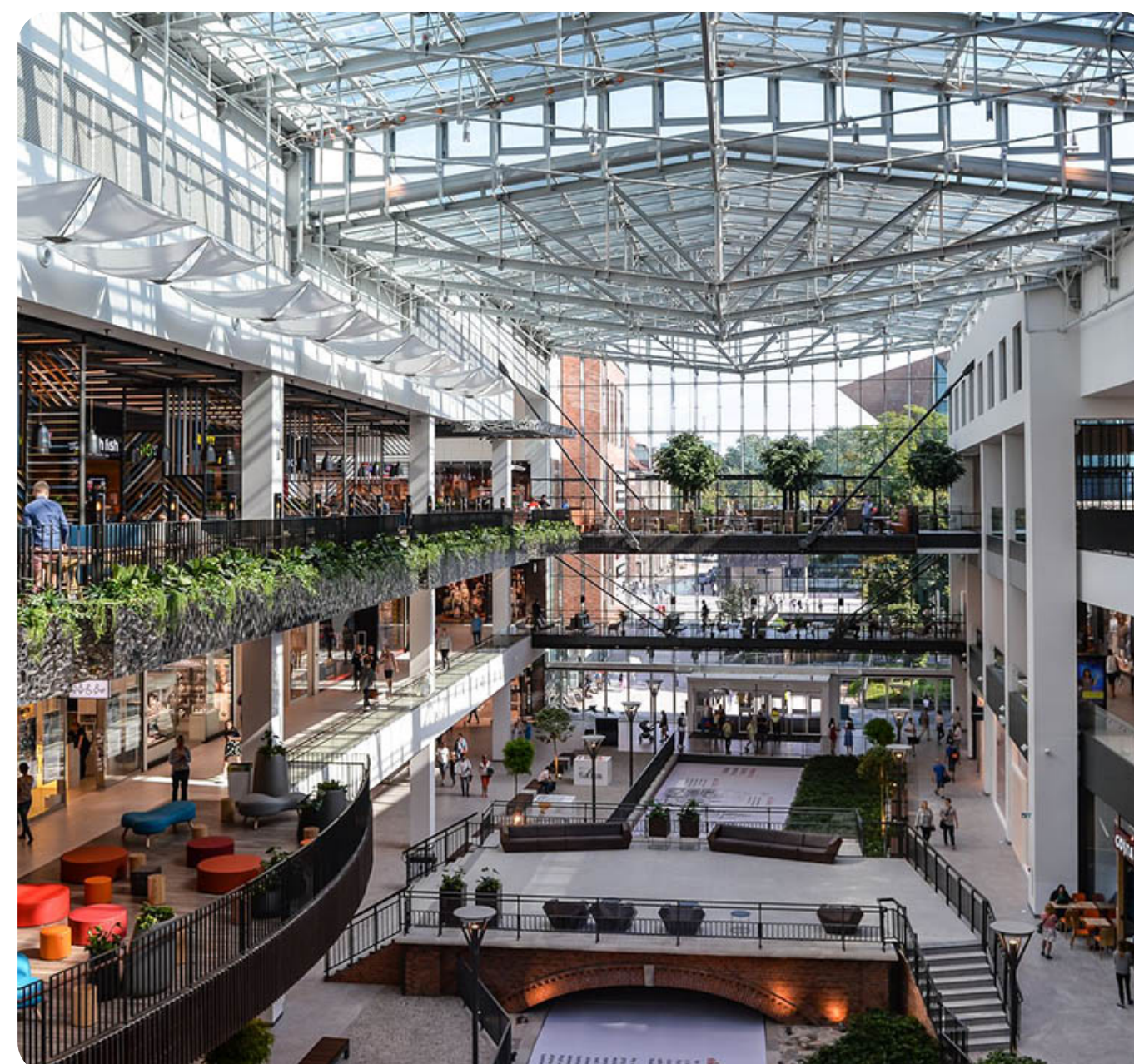




# Chainels **supports** digitalisation from pilot to **portfolio**



**Forum Marmara** | Turkey  
300 Shops | 135.000 m<sup>2</sup>



**Forum Gdańsk** | Poland  
180 Shops | 63.000 m<sup>2</sup>



**Shopping-Plaza** | Germany  
50 Shops | 20.497m<sup>2</sup>

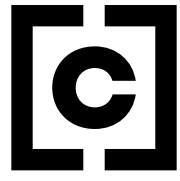


“

By utilising a tenant experience app in daily operations, we've ensured that larger group business objectives – both financial and operational are met while contributing to our long term ESG strategy.



**Elmar Schoonbrood**  
Co-CEO & Board Member Multi Corporation



## Key Results

**Saved 8 hours per 100 tenants per month** by automating turnover reports.

**Saved 7 min handling time** per work request form.

**Gained 15 min** per maintenance issue compared to old workflow.

## Challenges

- Internal systems were separated and data could benefit from further integration and automatisation.
- Tenant engagement was below expectations due to various communication channels in use. Tenant preferences and opinions partially known.
- Handling of maintenance tickets and work request forms required human input and attention which was time-consuming
- Alignment and coordination of internal stakeholders and processes could have been improved.

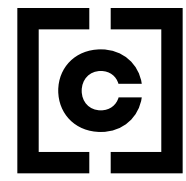
## Objectives

- Use an all-in one tool to manage all tenant-related matters.
- Bridge the gap between the tenant-landlord relationship to increase tenant satisfaction.
- Digitalisation of processes.
- Achieve operational excellence and let the team focus more on value-adding work.

## Results

- Use of a tenant platform which integrates CRM, tenant and location data.
- Stronger tenant-landlord relationship through better engagement and insights into the tenants.
- Time savings through structured and automated workflows, requests and reports.
- Elimination of mundane tasks and cost savings realised through digitalisation and automation of workflows.





# How **Multi Corporation** is driving value by offering the **best services**

## Report issue

### Add description

Elevator malfunction

Please give a detailed description of the issue and its location

### Add photos / files

Upload file

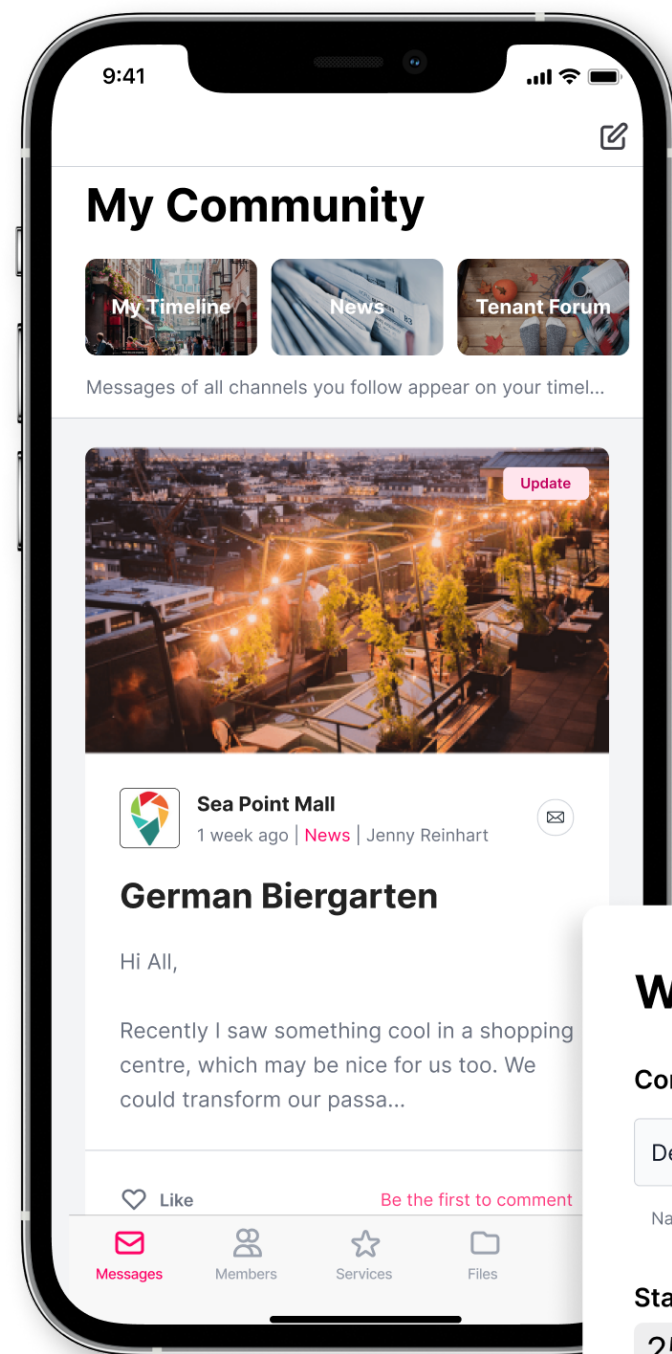
### Add location

Other location

Other location, e.g. "Ground floor", "Elevator West Wing"



Book a room



Tenant Breakfast next Friday!

## Work permit

### Contractor

Debbie Willms

Name of external contractor

### Start date

25 March 2022 09:00

### Relevant documents

Upload file



Maintenance **ticketing** with performance insights (KPIs)



**Emergency & crisis** warnings and alarms button



Scheduled sales turnover and KPI **reporting** (footfall, energy)



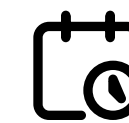
Channelled & structured **communication**



Digital work access **request forms** and access cards



**Discounts** and promotional publishing (B2C & B2B)



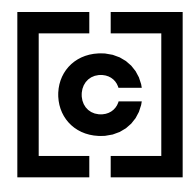
**Bookings** of spaces and advertisements



Integrated **CRM** with tenant and location data

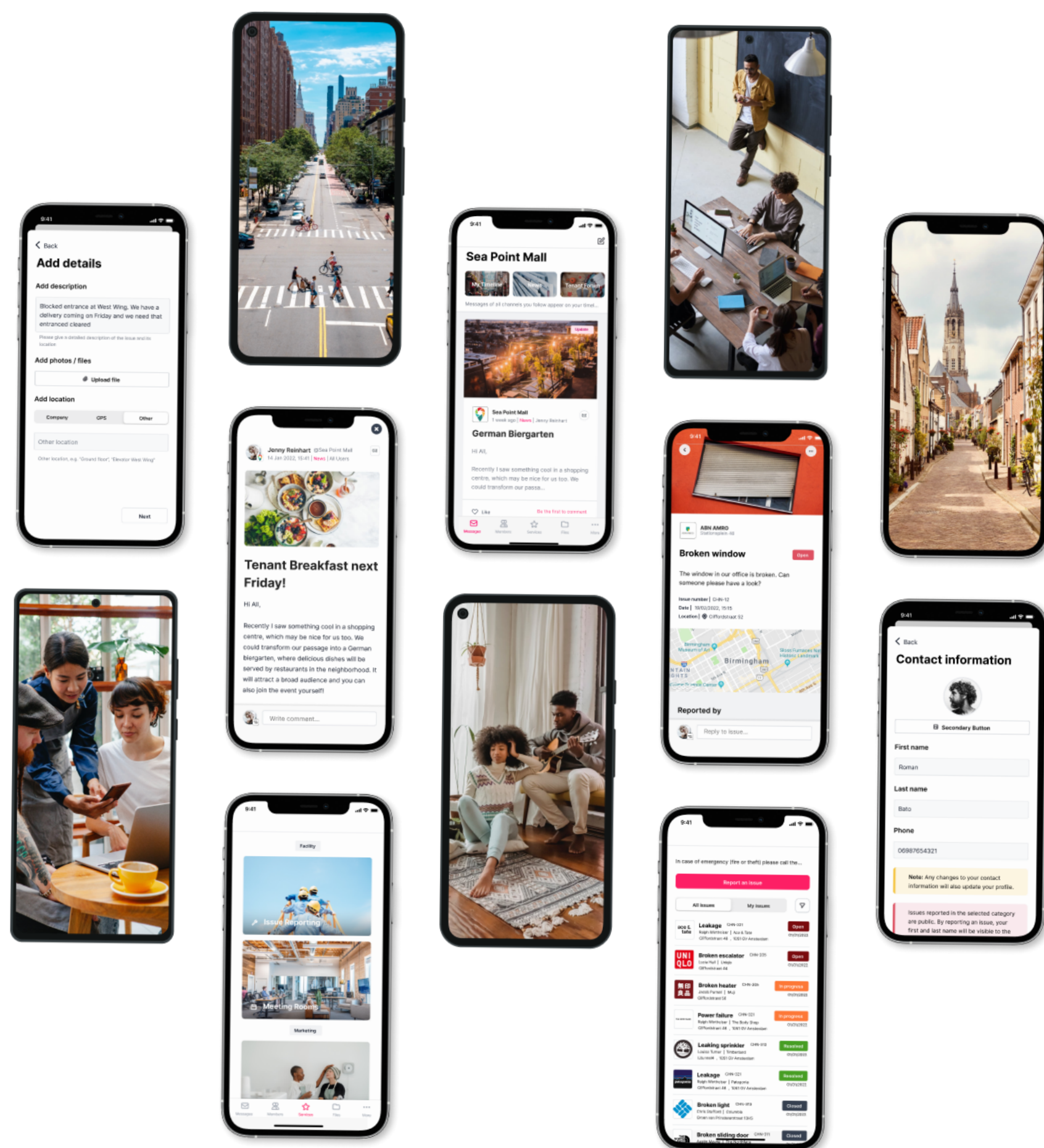
And **much more...**





# Chainels is the all-in-one digital retail management solution

- **Modern** design
- **Co-development** & weekly updates
- Advanced **permissions & privacy** settings
- Smooth **onboarding**



## Tenant satisfaction & retention

One simple, user-friendly digital interface for all communication and operational excellence.



## Efficiency & Productivity

Structured and automated workflows requests and reports.



## Insights & performance

Track and gain insights in sales turnovers, service provider performance, usage, occupancy and footfall data.



## Safety & Security

Instant alerts, warnings, health measures and crisis/emergency templates per location.



## One portal for all services

All business and consumer systems managed and connected from the same interface.



## Monetisation

Boost NOI: Reduce (service) costs and boost revenue from spaces and online bookings (leasing & marketing).



## B2C Content Management

Manage and publish promotions, discounts and all other content.



## ESG

Transform paper and physical to net-zero/digital. Create social centre communities. Collect energy consumption KPIs automatically.





 **Redeem a discount**

Marketing



**Tenant Breakfast**

 Biergarten, Amsterdam

**Sign me up**

**Are you happy with the current opening hours?**

 Ellis Klein • 2h

**Fill in survey**



**Henry Bosman** Community Manager

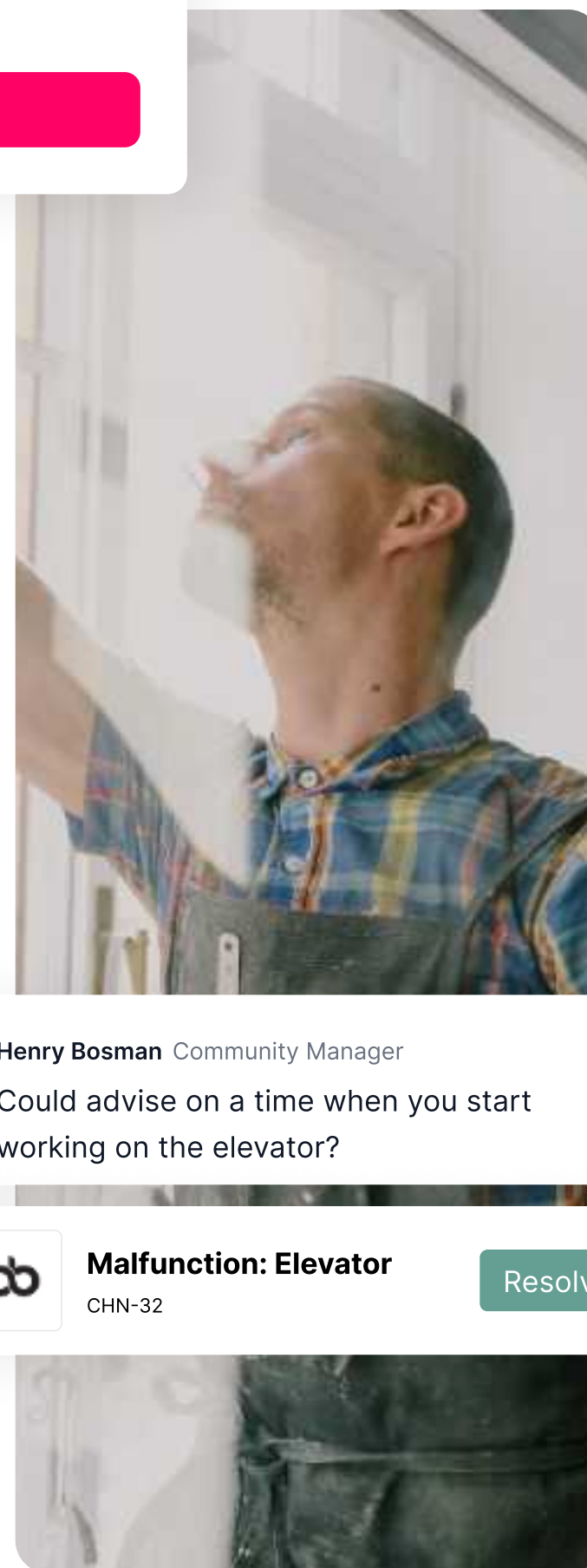
Could advise on a time when you start working on the elevator?



**Malfunction: Elevator**

CHN-32

**Resolved**



# **chainels**

Curious to see what **Chainels** can do for your portfolio?

Get in touch [\*\*here.\*\*](#)