



MyUNITE Student iPhone

Objective

In 2011, Unite worked with Mubaloo to launch an app for its facilities management maintenance team that led to a 30% increase in the number of jobs completed per week. The app also provided Unite Students, previously known as UNITE GROUP, with data about common faults, job time trends and other information that has helped Unite improve its operations and customer service.

Following the success of the maintenance app and internal research which showed the dramatic rise and type of use of smart devices among students, Unite wanted to create a new way for students to report issues and receive updates. Unite wanted to utilise mobile so students could quickly and easily register maintenance issues as at the time. Prior to creating the new MyUnite student app, students could log issues online or in person.

Solution

Working with Mubaloo, Unite created MyUNITE Student App for Android and iOS, aimed at solving day-to-day accommodation maintenance issues. Using its research, Unite found that the majority of its student tenants were on iOS and Android. The app provides students with the ability to enter maintenance requests with the type of issue, a description of the problem and importantly, photos. The requests are sent to Unite's servers, which connect to the Unite Maintenance app so the facilities team can view tasks and report progress back.

The MyUNITE app uses push notifications to alert students on the progress of the maintenance task. The notifications are also set up to let students know general information about their flat or building.

It became apparent that the app needed to do more than just manage maintenance requests, so additional features were built in to help students. The app also alerts users when they have parcels waiting in reception and also on information about their account such as direct debits or statements. If students find themselves locked out, the app includes a button that will automatically call the Emergency Contact Centre.

Result

Students living in Unite accommodation now have a quick and easy way to register and manage maintenance issues. The data being fed into Unite's IT system will help the company to better manage their properties and lead to an improved user experience. Through the app, Unite is helping to show that it understands the changing demands and needs of its key stakeholders and improve the level of intelligence it has on its operations.

This is an example of an app that users only need if they have a direct relationship with a company. It isn't about trying to get the user to engage for long periods of time, but to be able to perform a task quickly and easily.

