

# Mvix | Case Study: Avesta Communities

## Summary

- Avesta Communities needed dedicated employee communication displays.
- The boards display real-time performance metrics, events, birthdays, anniversaries.
- Project included 40 Xhibit signage systems, content management software (CMS), content integrations and professional services.
- Avesta saw a marked increase in employee engagement and job satisfaction.

## Introduction

Powered by the Mvix platform, Avesta's 39 community locations throughout Texas and Florida feature employee communication displays that drive and optimize the employee experience.

The displays, which are remotely controlled, display performance metrics such as open maintenance tickets per community, average apartment tours per community, applications received per community, occupancy trends and more. The displays are also leveraged to promote togetherness and community despite the geographical distance by displaying and celebrating employee achievements, anniversaries and birthdays.

## | Avesta Communities

**Avesta is unique in that they take an employee-first approach.**

Since its founding in 2010, Avesta has acquired over 12,000 apartments throughout Texas and Florida, assembling a world-class team drawn from the best companies nationwide. Though the company primarily concentrates on the acquisition, redevelopment, ownership, and operation of apartment buildings, Avesta's first responsibility is to build a sense of community among tenants. They strive to be the most resident-focused company in the world.

To reach this goal, they put their employees first. They invest in their employees heavily and allow their outcomes and profitability to naturally improve. Employees are "teammates" who live the company's mission: to give people a home where they can live abundantly and create more community in the world. Instead of simply assisting tenants, teammates are encouraged to form personal relationships with residents in their communities and develop a welcoming environment.

The company motto, "Live abundantly," is a calling to live life to the fullest. This always come first to Avesta, so the happiness and success of its teammates and tenants are of paramount importance.

## | The Challenge

**Avesta wanted to empower their employees by giving them easy and quick access to mission-critical real-time performance metrics.**

Employees would typically get the metrics via email once a week. Although the information was being received, it was not real-time and there was a delayed response to any actionable data. Employees were also unable to easily and quickly catch or notice anomalies and preemptively work to counter them. Short-term predictions e.g. number of expected apartment tours this week, were also virtually impossible to make.

Avesta wanted a streamlined approach to communicate with its teammates. They needed a single, easy-to-manage solution that would quickly and easily give employees access to information that improved how they worked and promote healthy competition between communities.

### *What needed to be done:*

---

- *Deliver an impactful employee experience*
- *Empower employees by sharing real-time metrics in digestible bits*
- *Promote healthy competition*

## | The Solution

**Powered by the Mvix platform, Avesta's 39 communities feature 40 [networked employee communication displays](#) that drive and optimize the employee experience.**

The 40 displays are located throughout Texas and Florida, and are remotely managed and controlled from Avesta's Tampa, FL headquarters.

Each of the displays shares performance metrics that include occupancy trends, number of apartment tours per community, applications received, and number of open tickets and how long they're open. Individual offices have access to their metrics and those of other communities for comparison.

The [Mvix platform](#) offered integration with Avesta's intranet where the metrics are updated. When the intranet is updated, the employee communication displays are automatically updated.

In addition to integration with the intranet, Avesta provides employees access to local weather conditions, traffic, social media, community videos, live broadcasts and event listings on the displays.

Avesta is also leveraging the displays to promote togetherness and community between their locations. When employee achievements, birthdays and anniversaries are posted on the displays, the entire company is able to celebrate with the teammate regardless of their location.

## Components used:

- *Content management software - XhibitSignage*
- *40 Xhibit HD content players*
- *Integrations - company intranet, Twitter, Facebook, weather*
- *Professional services - education & training, hardware planning and quality assurance*

## | The Results

### **The new digital signage network has set the groundwork for the future of Avesta's employee engagement efforts.**

Teammates now have easy and quick access to performance reports. They are able to react dynamically and in real-time to changing information and consequently improve their performance.

The digital signage network has also enhanced Avesta's quarterly community competitions. Displaying peer-to-peer competitive info daily lets the communities see how they stack up against each other. This encourages healthy competition. Having the metrics in front of the teammates constantly conveys a sense of urgency. When teammates can see how they're faring daily and can easily measure their performance against other communities, they are motivated to excel.

Avesta reported an increase in employee productivity. Community managers have noted improved engagement and job satisfaction. There has also been a noted increase in attendance for company events.

The signage network has also helped to create impressive workspaces necessary to attract and retain future Avesta teammates.

*"Mvix's platform has helped us create a very distinct employee experience which has had an immediate impact on performance. Our teammates like having easy access to daily progress reports and other important information. Personally, I'm very impressed with the content integrations and remote management functions."*

*Dan Saccavino, IT Manager at Avesta*

# About the Companies



## About Mvix

At Mvix, our love for technology drives who we are and what we do. For over a decade, we have been a leading provider of content-rich digital signage solutions that create memorable digital experiences in corporate offices, healthcare facilities, school campuses, restaurants and more.

Our focus is on cost-effective, feature-rich, cloud-hosted solutions that, coupled with our engineers and creative team, build digital signage networks that turn browsers into customers and employees into brand ambassadors, all while enhancing brand awareness. Our software, [XhibitSignage](#), recently won the InfoComm 2017 Best of Show Award - Digital Signage.

---



## About Avesta Communities

Avesta is a rapidly growing apartment investment and management firm based in Austin, Texas and Tampa, Florida that engages in the acquisition, redevelopment, ownership, and operation of apartment communities.

Since founding, they have acquired over 12,000 apartments throughout Texas and Florida, assembling a world-class team drawn from the best companies nationwide. Avesta's teammates live the company's mission: to give people a home where they can live abundantly and create more community in the world.