

Crown Key Realty | Case Study

Location: Tracy, California

Industry: Real Estate Sales and Property Management

Crown Key Realty provides premium property management services for private investors and corporations. It is one of the fastest-growing property management companies in the Tracy area with financial performance of their customers' properties being the main priority.



MightyCall



Before using MightyCall, the Crown Key Realty team couldn't:

- ✕ go back and listen to what was said in calls
- ✕ work remotely
- ✕ set up business hours for calls

What changed after Crown Key Realty implemented MightyCall?



Call Recording

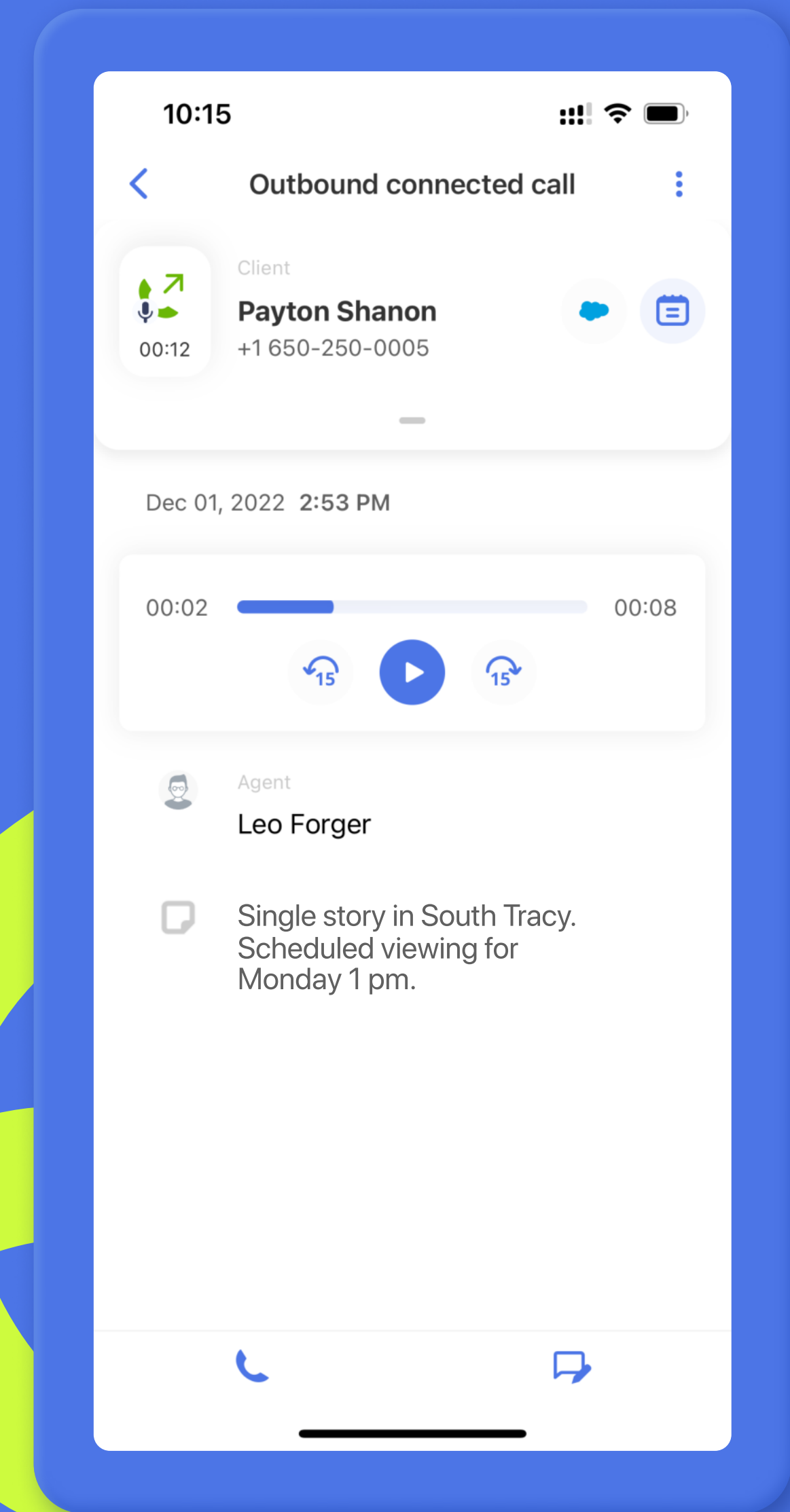
This feature is most commonly used for keeping important notes on hand and for team oversight, but the Crown Key Realty team uses it as an educational tool and to deal with discrepancies while communicating with tenants.



As the owner of the company I like being able to listen to the conversations as an education tool, like 'you need to sound perkier' or 'you need to sound happier' or 'yeah, we should have said this differently'. We also have tenants that say 'you told us you were going to..' we go back to the call.. No, we did not say that. So, that's really huge.



Susan Goulding,
Owner of Crown Key Realty



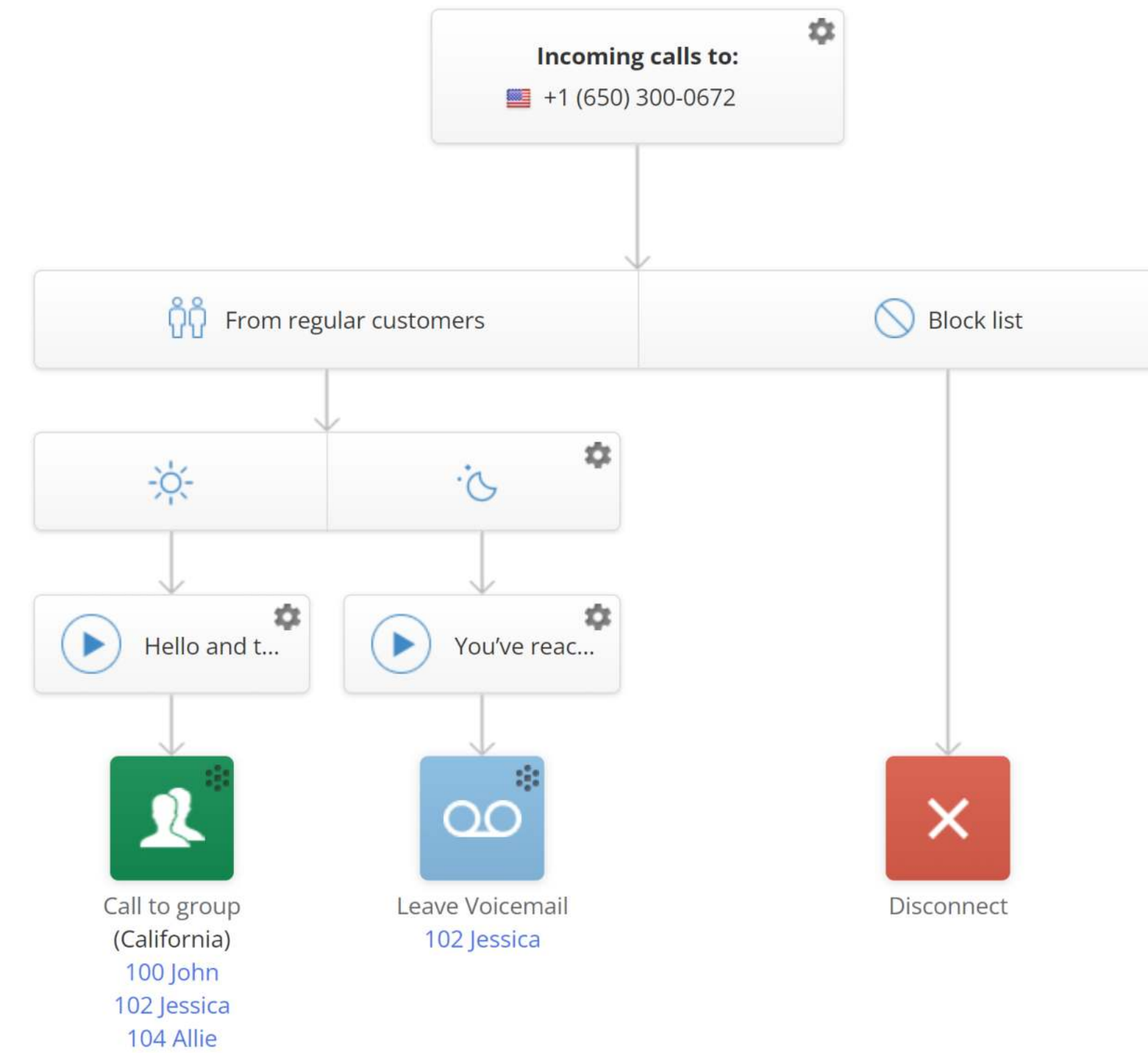
Call Routing

There are call routing rules to suit every business's needs. The Crown Key Realty team uses the "Call to group" option, so the calls go to multiple people at the same time and anyone available at the moment can answer.

"Call routing is great. Two of my staff members take calls, so whoever can answer, answers the phone. If you're starting a new business, I think it's really important to get a second business number right from the start, so that you can have an actual business that has business hours."



Susan Goulding,
Owner of Crown Key Realty



Remote Team

Once Crown Key Realty ported their business number into MightyCall, all they had to do to get access to calls and messages was to log in to their MightyCall account, which can be done from anywhere with an Internet connection. Thanks to this, the team can work remotely from other countries without any drop in call quality.

I still have remote team members in Mexico and in the Philippines and they have no trouble using the system. My staff like it.



*Susan Goulding,
Owner of Crown Key Realty*



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