



Scott Management Increases Closes, Improves Productivity with Knock's Voice App

About Scott Management

- HQ: Alexandria, Virginia
- 4,380+ units under management
- Full portfolio rollout on Knock
- Rolled out October 2020

Challenge: Maintain follow-ups — and accurate lead tracking — with employees working remotely

Having called the Washington metropolitan area home for decades, Scott Management has always worked hard to ensure that prospects don't fall through the cracks, even with some onsite employees starting to working remotely.

"I had two team members at home and two onsite, and the goal was to ensure we were able to effectively monitor leads coming in from advertising sources," said Tjuana Williams, leasing manager at Scott Management's 1,500-unit Oakcrest Towers property.

Hampering their efforts was a full-stack CRM with unreliable reporting. "We had applications, we had leads, but no reporting or browser calling," said then-Operations Manager Esteban Dominguez. "We were blind the whole time."

As a result, Scott Management leadership began to seriously look into technology that would enhance their lead tracking and reporting and allow employees to work from home — ensuring that no lead would be missed.

Approach: Empower teams to take calls from anywhere with Knock's Voice App browser calling

With its Voice App browser calling, Knock CRM was the perfect

fit. "We were never able to do browser calling before. In today's world of connectivity, we need an immediate response and measurability," said Dominguez.

Through Voice App, leasing agents can make and receive calls from anywhere with an internet connection, increasing productivity, expanding coverage of prospect calls, and creating a detailed record of team performance.

"I'm an advocate of working smarter, not harder," said Williams. "Now, we can make phone calls even when our lines are busy, so we're not missing out on a lot of leads. From a management aspect, it's definitely beneficial. We want to make sure we can get everything done effectively, and Knock has enabled us to do that. Knock made things so much easier."

Results: Increased closing ratio and improved team productivity

After successfully piloting Voice App at two properties, Scott Management rolled out Knock to their full portfolio — and they've already seen myriad improvements, even with team members working remotely.

"All of our scores have gone up: Closing ratios are going up, responsiveness has gone up," said Dominguez. "We're always multitasking in this business, so having the versatility to keep following up with your leads has made things so much simpler and flow quicker. It's a full 360 win. We love it."

Since implementing Knock's Voice App:

- Responsiveness increased 3%
- Engagement Scores increased 10%
- YTD Prospect-to-visit: 28%
- YTD Prospect-to-lease: 15%

[Read the full story here.](#)

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— Esteban Dominguez, Former Operations Manager, Scott Management

