A case study:
How conversational AI redefined resident service

Empowering property managers to focus on higher-value work while delivering faster, more personal resident support

Background

Maple Creek Property Management (“Maple Creek”) oversees but diverse portfolio of residential condominium buildings in southwestern Ontario. The portfolio is home to a wide mix of residents, including many newcomers to Canada. While day-to-day operations are partly outsourced, the ownership group remains directly involved in hands-on activities such as unit renovations, appliance replacements, and coordination with trades.

These tasks are time consuming and require constant communication with residents and contractors. Responding to after-hours maintenance requests, managing vendor schedules, and ensuring that all residents receive accurate updates in their preferred languages had become a growing challenge. The owners recognized the need for a smarter, more consistent way to handle communication without losing the personal touch that defines their service philosophy.

Challenge

For Maple Creek, the key challenge was scale. With multiple properties and a wide range of resident needs, traditional property management tools were not enough. Calls and messages arrived at all hours, many related to common issues such as leaks, lost keys, or appliance malfunctions.

Managers were spending valuable time fielding these repetitive maintenance calls and tracking vendor availability. These tasks absorbed hours of attention but contributed little to strategic priorities like improving service levels, reducing costs, or expanding the Maple Creek portfolio.

The team also saw an opportunity to improve inclusivity by communicating with residents in their native languages. However, this was difficult to achieve consistently using manual processes. The result was longer response times, uneven service quality, and a growing sense that the business could operate more efficiently if supported by intelligent technology.



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Solution

Maple Creek turned to Scaalr, implementing its conversational AI agent Alex to automate and enhance resident communication. Alex was configured through Scaalr's discovery and setup workflow to understand Maple Creek's unique portfolio, preferred vendors, and escalation processes.

Once deployed, Alex became the first point of contact for residents at all hours of the day. The agent triaged messages, categorized maintenance requests, and automatically issued work orders to Maple Creek's trusted contractors. Residents received immediate confirmation and follow-up updates directly from the system, in English or their preferred language.

Property managers retained full oversight through a simple dashboard that allowed them to monitor activity, approve exceptions, and view service analytics in real time. Within weeks, the Maple Creek team noticed a shift in their workload. Routine inquiries were handled automatically, and after-hours disruptions declined significantly.



Implementation key results

The introduction of Scaalr's conversational AI agent brought measurable improvements to Maple Creek's operations.

Area of impact	Before Scaalr	After Scaalr (3 months)
After-hours response time	Up to 12 hours	Less than 1 hour
Manual resident interactions per week	60+	Fewer than 25
Language support coverage	English only	5 languages
Work order turnaround	Average 2 days	Same-day initiation

Managers were able to focus on higher-value activities such as vendor negotiations, budgeting, and strategic improvements across the portfolio. Residents received faster, more accurate responses and began to view Maple Creek as a more responsive, professional organization. The result was a stronger sense of trust and satisfaction on both sides.

Impact of conversational AI

“Before Scaalr, our evenings often disappeared into handling small issues. Alex now takes care of those automatically and keeps residents informed in their own languages. It feels like having a reliable assistant who never misses a detail.”

Dee L., Maple Creek Property Management Partner

“What we see at Maple Creek Property Management is how technology can make service more human. By automating low-value work, property managers gain time to focus on the people and projects that matter most.”

Hana Klimczak, Co-Founder, Scaalr

Transforming how Maple Creek manages

The Maple Creek case demonstrates how conversational AI can transform property management without disrupting established workflows. Rather than replacing human effort, the technology amplifies it. By managing predictable communication tasks and handling after-hours coverage, Scaalr gives property managers their time back.

This reallocation of time enables teams to work on strategic projects such as improving resident retention, modernizing assets, and expanding their portfolios. It also raises service standards by ensuring that every resident receives consistent, timely, and culturally aware communication.

Scaling with Scaalr

Following the success of its initial deployment, Maple Creek plans to expand the use of Scaalr across new properties as the portfolio grows. The owners see clear potential for Alex to integrate with future building systems and support even more aspects of daily management, from rent reminders to maintenance planning.

For Scaalr, Maple Creek represents a model client: forward-thinking, service-oriented, and open to exploring how AI can improve the human experience of living and working in multi-unit communities.

Key Takeaways



- **After-hours support** delivers the quickest return on investment and is the ideal entry point for conversational AI in property management.
- **Liberating managers** from repetitive tasks allows them to focus on growth, planning, and relationship building.
- **Automated vendor management** ensures consistency and accuracy in maintenance workflows.
- **Personalized resident engagement** through multilingual communication elevates service and inclusivity.

About Scaalr

Scaalr provides conversational AI agents that help property management companies scale their operations while improving service quality. Each Scaalr agent is carefully designed to complement human expertise, automating repetitive communication and enabling managers to operate more efficiently.

Want to explore a deployment roadmap?

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