



CORPORATE HOUSING
PROVIDERS ASSOCIATION

**NAVIGATING THE NOISE
PODCAST
EPISODE 6:
SEASON 2 SNEAK PEEK**
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Mary Ann: Hello, everyone, and welcome to Navigating the Noise, a podcast series by CHPA, the Corporate Housing Providers Association with support from ASAP, the Association of Service Department Providers. I'm Mary Ann Passi, the CEO of CHPA, and this is episode six of Navigating the Noise and it's a very special episode today. We're going to bring you some exciting news about the podcast taking look back about what we've done in series one, what we've learned, how it's being used by providers and operators, and what you can expect for the podcast in the future. So let's get started.

Mary Ann: Today's not our usual Navigating the Noise podcast. If you've been listening regularly, you've heard our futurist, Brian David Johnson, announce that Navigating the Noise has been renewed for season two. Today we're going to revisit season one and preview season two. You may also notice that I'm not joined by Brian David Right now, but I have a very special guest. BDJ is working on series two and I'm joined by a guest host that is very important to season two, James Foice, the Chief Executive ASAP, the Association of Serviced Apartment Providers. Hi, James.

James: Hi, Mary Ann.

Mary Ann: For those of you who have attended a CHPA conference, you may have met James at one of our events or heard him speak at a CHPA conference, or if you attended an ASAP conference in London, you may have met him in person. So today James is joining us for a very special reason. We're thrilled to announce that in season two, ASAP is a cosponsor of the Navigating the Noise podcasts. Thanks to their generous support, thank you, James. We've revamped and we've ramped up rather some of our production value on the podcast, better audio and video components and we're also very excited that that just brings a more global perspective to the podcast with some of their members being our guest speakers.

Mary Ann: As we all know, the longer term rental market really is a global industry and this partnership between ASAP and CHPA will help all of us better understand the global demand and the changing client expectations that impact all of us. James, and thank you again for being here today, and thank you to the ASAP leadership for continuing our strong collaboration between organizations. So welcome, James.

James: Thank you, Mary Ann. I'm really happy to be here. I'm very excited about this partnership and, of course, being part of season two.

Mary Ann: So, James, as we look back on season one, let's talk a little bit about the perspectives we covered. So we looked at five key topic areas, the future of corporations, future of work, future of technology, future generations of workers, and also the future of the Internet of things. As we look back at these topics, what are the things that you've heard from ASAP members that have really stood out and really made a difference in their businesses?

James: Well, as we know the industry is constantly changing and being driven by ever demanding customer demands. So organizations need to change and flex to meet those demands. Big corporations will only get bigger, as we know, so that means more

employees in more apartments. But there's going to be more small companies, companies who are able to be more nimble and more adaptable. So providers will have to be able to service more companies and that means that they need to invest in technologies that allows them to be able to move more efficiently and respond more quickly.

Mary Ann: That was a very crucial point in defining how we move into the future. So are members ready to support smaller companies that may require more man hours and rent fewer units actually? It's something that our members need to address within their own sales and operations teams. Adding another layer to this is that the nature of work itself is changing. Advances in technology result in companies needing fewer workers from mundane rote tasks and it doesn't really mean that there will be less work for us to do, but there would actually be more work with fewer workers doing it and the nature itself of the work will change.

Mary Ann: This impacts corporate housing companies, serviced apartment operators and the clients that they're serving. As more customer service is automated, for example, human interaction will become a premium. That's one of a BDJ's premises in season one. People will not expect to interact with other people when they call offices from now on. So how do members as serviced apartment providers respond to that? How much do you want, and this is for each company to determine, how much do you want your guests to interact with technology versus a real-life human? That's really something that each company will have to grapple with and determine what works best for them.

James: And there's been a key conversation amongst serviced apartment providers, so what do you automate and how and when, and how does that impact the clients and the guests? How does it impact on revenue? What happens when technology fails, as we know it does? Does that have a greater impact on the guest experience? We also heard some great insights on the future of technology impacting the industry. People are changing expectations when it comes to technology available to them in their apartments. They want all the technological comforts of home and technology isn't going to slow down.

James: We're going to have to keep up with what guests want and be sure to offer the latest and greatest. For example, smart speakers. Serviced apartment providers are beginning to use smart speakers to help their guests. Customer service Chatbots, virtual concierge making service requests. Guests can interact with smart speakers just as if they were talking to a human. Screens. Screens being used to conduct virtual walkthroughs of the units with the field teams. Virtual meet and greets for the guests. Apps to unlock the doors, turn off the lights. Find their way around the neighborhood. Connecting their personal media accounts, so they have access to stream television or movies just as they would at home. Artificial intelligence. This will be the second coming of tech, and will be a new wave of technologies, we need to keep an eye on. Google is making some of it possible with enabled travel booking. We all need to watch and see how this might change our industry.

Mary Ann: And we all know that the demand for these technologies isn't going to slow down. Younger generations have grown up with tech and have always had access to a certain

level of customization, so while it's second nature to them, it's also part of every generation's daily reality and the way we all live today. So with everyone expecting tech to be a part of any product or service they consume, they also want it to be based on their personal preferences.

James: Yes, it's important that providers really map out those guests expectations and have someone on staff making sure apartments meet the mark. And beyond that, making sure a company is able to hire and retain these generations of workers to meet those expectations as well.

Mary Ann: Yes, and it goes both ways. So what guests want and also what your own individual company needs to prepare for these generations. Finally, we covered, the topic of the Internet of things. And this was a big topic, that is only getting bigger.

James: Absolutely. With the Internet of things, essentially everything is a computer. So what does that mean? The podcast talked about smart washing machines, washing machines that could reorder detergent when they were low. Coffee makers that could alert the corporate housing provider before the heating element went out so that it can be replaced before the guests can't make their coffee in the morning. We're encouraging providers to look at these technologies and start small pilot programs so they can monitor their return on investment and determine a strategy to move forward that makes sense for their company.

Mary Ann: That's what's been so great about Navigating the Noise. Each podcast ends with three things to do. So we give three pragmatic steps that you can take tomorrow to help your company prepare for these changes. Let's shift gears for just a moment, please. One of the things I've heard over and over again is that these podcasts are resonating with corporate housing and serviced apartment providers. So to help you make the most of these podcasts, here are a few tips.

Mary Ann: Visit chpaonline.org/future, and that's the hub for all things Navigating the Noise. Make sure your team is listening. The marketing team may take away something completely different than your operations team, and they will be hearing something different than your executive team. Everyone can sign up for updates through our website. Talk about the podcast at staff and internal meetings. You can even play portions of it at staff meetings. Each podcast is accompanied by an infographic and you can use that in company newsletters or other communications within your company.

Mary Ann: There's also the Stump the Futurist series, so Brian David wants to hear your questions about the future. There are several videos from this year that ask him certain questions. So let's try to stump him together. So please, if you have a question that you're interested in hearing his perspective on, email me at map@chpaonline.org with your questions. We also have a white paper recapping season one and that's available on our website. Download that and see how you may be able to use it in your communications with both clients and employees.

Mary Ann: That brings us to season two. And as you've noticed by now, season two looks a little different. In addition to our regular podcast, we're also going to be offering a video component based on member request to be able to have video clips that they can show in staff meetings. James, as a partner in season two, would you like to give a bit of an overview of what to expect, please?

James: Yeah, absolutely. Thanks. Mary Ann. Season two will build on the successes we've seen in season one and also give us a chance to dive deeper into these topics. Each podcast will still have three parts. In part one.,The Road Ahead, Brian David will give us an overview of the topic at hand, bringing in an expert in that field to discuss what they're seeing. Section two of each podcast is called What Matters. In the section, we bring in someone from inside the corporate housing or serviced apartment industry to talk about how these trends are impacting them and what they are doing and how they are preparing. And finally, to wrap up, we will offer the three things to do. That gives you the next steps you need to act on all this information.

James: The most exciting change for season two is that we can really dive in and fully explore what these trends mean for the industry. We're going to look at the future of demand for corporate and service departments. Who are our customers of tomorrow, where are they coming from, and where will they be going? Who are the decision makers and how do we get their attention?

James: Another hot topic we'll tackle is cybersecurity. In corporate travel, there's a lot of personal information being shared, so how do we protect that data? How do we guard against the threats to that data? Looking a bit further out, what do all these changes mean for the buildings in which we all operate? There are more purpose-built buildings, more smart buildings. What do travelers want and how do we know that our buildings can accommodate them?

James: We also discuss globalization. This is a global industry impacted by politics around the world. Companies move and expand to new countries. Countries make political decisions that impact on economics and business and workers. How do we prepare for these shifts in an industry that serves clients around the world?

James: And finally this season we will dive deeper into global mobility and relocation. With so much technology, will workers need to relocate? Will their reasons for relocation change? What does that mean for all of us? All thought-provoking topics and I can't wait to hear more about them as we launch season two in the coming months.

Mary Ann: Absolutely. This is going to be a great season and thank you again, James, for ASAP's partnership this year. So thank you, everyone, for listening. Look for season two coming soon. And please visit chpaonline.org/future for recaps of season one and to sign up for information about season two.