

# PREMIER COASTAL DEVELOPMENT



Premier Coastal Development is a San Diego-based real estate developer focused on condominium conversion. The six-year-old firm has more than 40 employees, including about 15 project managers and customer service reps.

## OBJECTIVE

Premier Coastal wanted to improve the efficiency of its customer service with respect to scheduling warranty work, and to enhance the connectivity of its project managers in managing materials and contractors.

## SOLUTION DESCRIPTION

When new properties sell, Premier Coastal's customer service team is responsible for addressing any necessary warranty work and related services for the new condo owners. Scheduling of resources for the warranty work is extremely time sensitive and costly. In the past, lack of real-time access to scheduling made the resulting back and forth process inefficient and unwieldy for both their customer reps and the homeowners.

When Premier Coastal was approached by wireless integrator Zumasys to deploy a 1xEV-DO broadband solution with Verizon Wireless last year, the company said yes. A variety of laptops equipped with Sierra Wireless 5220 AirCards now interface in real time with Premier's Pharoah service application across the company's secure Citrix environment, taking the lag time out of the scheduling process. "We initially rolled out with just a few cards to get a feel for how they actually performed in the field," says Eric Gregory, Premier Coastal's VP of finance. "Now all of our customer service reps and project managers are working remotely in real time."

The success of the mobile solution has enabled Premier Coastal to alter its business approach, now requiring customer service reps to be part of the quality assurance review of the home prior to customer move-in. "We are also utilizing the same mobile toolset for our field project managers to more efficiently manage and schedule our materials and contractors,"



[www.premiercoastal.com](http://www.premiercoastal.com)

## COMPANY DESCRIPTION

- Premier Coastal Development is a 40-employee San Diego-based real estate developer focused on condominium conversion

## OBJECTIVE

- Improve customer service efficiency in scheduling warranty work
- Enhance the productivity of project managers in managing and scheduling materials and contractors

## SOLUTION DESCRIPTION

- Sierra Wireless 5220 AirCards
- Citrix secure, on-demand access
- Zumasys wireless integration
- Verizon Wireless 1xEV-DO data network

## RESULTS

- Reduced warranty work expenses from an average of \$25,000/mo. to \$4,000/mo.
- Achieved an ROI ten times the cost of deployment



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*Finalist*



**Premier Coastal is a 2005 finalist for the 3G A-List Award in the Small Company category.**

The 3G A-List Awards recognize the leading builders of successful wireless data solutions based on 3G CDMA (CDMA2000 1X, EV-DO, and WCDMA/UMTS) technology. **To learn more about the A-List, please visit [www.3galist.com](http://www.3galist.com)**

#### SUPPORTING PARTNERS

The A-List also recognizes supporting partners for their enabling role in assisting winners with their wireless data deployments.



adds Gregory. “We have recently invested in industry specific Timberline and Builder MT applications for this purpose.”

Acquisition personnel who are scouring the market for new properties to convert are also benefiting from the system. “In the past, they couldn’t get field access to the Internet or a live MLS feed to get fresh updates on prospective purchases or new listings,” Gregory explains. “They had to come into the office for that. But now, they can stay out in the field and still stay on top of the market.”

## RESULTS

Premier Coastal has seen positive financial impact within its customer service process. Prior to implementation, related warranty services and materials averaged \$25,000 a month. Today, with the process change and

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*Eric Gregory  
VP of Finance  
Premier Coastal Development*

quality review conducted prior to client move-in, this cost has been reduced to \$3,000 to \$5,000 a month. Moreover, they have been able to maintain high customer satisfaction and quality with less staff, which they attribute to the efficiency of the wireless solution.

Gregory is sold on the changes. “The improvement we realized through real-time, accurate scheduling and data entry has made this investment

one of our best. In terms of both the productivity and the efficiency that employees have gained from using this 1xEV-DO solution, it’s paid for itself ten times over.”