



Make technology work for your association

Community Associations are customer service providers for association members. The services provided depend upon the documents. Since the mid-1990's, associations have incorporated technology into management decisions and techniques, and today, technology has transformed how associations are maintained.

Technology allows associations to provide better customer service to its members. By utilizing just a few now considered "basic" technological developments, the association may meet the needs of its members more efficiently.

Customer service may be improved through the use of websites that include an area for members to find answers to frequently asked questions like how to pay an assessment or what devices are allowed for recording during meetings.

Customer service may also be improved through the use of email, which allows for quick responses to member questions and inquiries, for the attachment of documents such as notices or agendas and provides a fast way for members to make requests that must be in writing.

Voicemail allows members to leave detailed message when management is away from the office, while text messaging allows for immediate assistance, which may be very beneficial in times of emergency. Systems are now available to receive emergency warnings about weather, fire or other hazard that may impact the community.

Software that provides a better platform for data gathering or assimilation ensures that records are kept properly and in compliance with rules and regulations.

Taking advantage of technology means that the association may better meet the needs of its members by increasing the ways in which a member makes contact with the association. If the office is closed for a holiday or emergency, the member still may leave pertinent information for the right person by using email, voicemail or texts.

Technology also allows for a greater degree of self-service, freeing up management to perform other services. Self-service availability makes for a more satisfied association member and ensures that management doesn't get tied up for long periods of time assisting members.