

Overview

smartData Team was involved in business consulting to a large shopping center in Northern Territory of Australia. We addressed their challenges by streamlining their maintenances and tenant support operations. Proposed solution is able to connect all departments involved along with members for better coordination & plan actions accordingly.

Problem Statement

The client's sales agents were overwhelmed with day-to-day calls - from following up with prospects to confirming property visits. As call volumes increased, many leads were not receiving timely responses, and call records were scattered across devices. There was no structured way to ensure follow-ups were happening or to track call outcomes. The manual process was limiting the team's ability to scale and resulting in missed business opportunities.

Solution

We designed a platform that matched their actual workflow. Tenants now submit a quick online request when they notice something wrong. They can add a short note, mark urgency, and upload a picture. That request gets assigned directly to the right contractor. The contractors view the job, respond through their phone, and confirm once it's done. They can also share completion photos. Operations staff can log in and see everything—what's active, what's overdue, what's resolved. Simple, clear, and accessible to everyone involved.

Core Features

- The system was kept intentionally straightforward
- A web form for tenants.
  - Auto-routing based on issue type.
  - Real-time tracking for the centre team.
  - Every task gets recorded and time-stamped, which makes reviews easier.
  - Notifications are sent if anything lingers too long without action.
  - No logins required for tenants.
  - Minimal clicks for contractors.
  - And full visibility for management

Challenges & Solution

Some contractors weren't used to using mobile systems, so we avoided overcomplicating it. Just job in, job out. We provided short demos and one-pagers to help them get used to it. Another challenge was handling urgent jobs that came in unexpectedly—those now go into the system and can override normal queue order with just one action. Finally, visibility had been a major gap. With this platform, everyone involved can now track progress without needing to check in separately. That alone has made a big difference.

Conclusion

This wasn't about giving them a fancy new tool. It was about helping the team work better without changing how they already operated. The platform has made daily maintenance easier to report, assign, and resolve. There's less chasing. Fewer delays. And more clarity. Tenants are happier. Staff are less stretched. And the centre team can finally manage everything without the usual noise. It's a simple shift that's had a big impact.