

Property Partner Profile

Kaizen are a technology-enabled **property management company** serving property owners and developers in freehold and leasehold assets by offering leasing, tenant, building and community management solutions. They currently manage a portfolio valued at over AED 18 billion across 130+ Projects from some of the notable real-estate names in the UAE such as - Dubai South, Al Futtaim, Binghatti and Select Group to name a few.

Pre-Installation Challenges in Resident Engagement

Before the installation of Elevision screens, Kaizen AMS were exploring various avenues to enhance their resident communications, aiming for direct and engaging interactions. The traditional methods were functional but lacked the immediacy and **visual appeal** they strived for.



What was the Impact of Digital Screens on Resident Engagement?

Alexander Voytov, COO at Kaizen AMS comments, *“Since the screens have been installed, we've noticed a positive shift in our resident communications. The screens offer a dynamic platform that has notably increased visibility and engagement within our community. We've seen an uplift in event attendance and overall engagement, which suggests that residents appreciate the new, more direct form of communication”*



Buildings

78



Screens

220



Unique Reach

51,408



Impressions

766k

Resident *Testimonials*



The screens add a modern touch and make staying informed effortless.

- Resident of over 2 years at Kaizen's Community



I really enjoy the interactive aspect of the screens; they keep me updated and engaged.

- Resident of over 4 years at Kaizen's Community