



## Modern Living Concepts— Now Even More Innovative

### THE CHALLENGE: MAKING A GREAT CUSTOMER JOURNEY EVEN BETTER

Director Benjamin Röber-Rathay is responsible for Product Development & Systems at International Campus. While the company's customer journey was already strong, they were looking to increase its potential for even greater success with RealPage® PEX.

"We spent time working with RealPage to establish how to get more data out of the PEX solution and how we could work with the data on a granular level," says Benjamin.

IC also realised they needed more awareness into their own processes and requirements. "It is hard for a provider to deliver solutions if you aren't sure what they are, so we spent a lot of time shaping our requirements and product strategy," he says.

Finally, manual, paper-intensive contracts created piles of paperwork for the IC team. They needed a solution that would automatically generate online contracts—making the process more efficient for customers as well as on-site staff.

# IC

### ABOUT INTERNATIONAL CAMPUS

Founded in 2011, International Campus is a fully integrated continental European real estate development and asset management platform. With more than 3,500 beds in operation, the business is focused on student housing and co-living and develops and manages a range of flexible and innovative housing products in Germany, the Netherlands, Austria, Poland, Czechia and Hungary. The company's two brands, The Fizz and HVNS, offer living spaces for students and professionals that create unique experiences.

## THE SOLUTION: A SMART WAY TO STREAMLINE

PEX quickly delivered on improving IC's customer journey by bringing it online—which significantly decreased the amount of time it takes to create contracts. The reporting functionality and data availability helped generate a comprehensive tenancy and occupancy report that proved incredibly useful for fund investors.

Plus, their online solution uses less paper and drastically reduces the time it takes to book. "This improves our service to our customer, and it really makes our 'click, book, live' approach possible. Being able to book your apartment online in minutes makes us unique."

And, Benjamin adds, "House management and operations are very happy with PEX for managing the building and occupancy levels. Working with the team has been great, and we experience fast response times and good communication."

"Our strength with PEX is that we have a great systems team, and they squeeze more out of PEX by asking challenging questions. It has been a good experience because we are truly collaborating and benefiting our customers as well as on-site staff."

– Benjamin Röber-Rathay,  
Director, Product Development & Systems

## INTERNATIONAL CAMPUS BY THE NUMBERS

5

Offices in Europe

100+

Employees

5

Countries of Operation

7,500

Apartments Under  
Development

3,800

Units in Operation

20,000+

Target Occupancy

## THE RESULT: “WITH PEX, WE’RE CONTINUOUSLY EVOLVING”

International Campus has a unique set of challenges that create different demands and urgent house opening situations for the PEX system.

One example is a property in Prague that didn’t reach expected occupancy levels quickly enough. With very short notice, the marketing team decided to offer some complex discounting models, and the system had to accommodate that level of flexibility very quickly. This challenged PEX, but the system delivered, and the outcome was an improvement for the future.

“Our journey is continuously evolving,” says Benjamin. “As we continue to refine, we are happy to work with the PEX team.”

## ABOUT REALPAGE® PEX

RealPage PEX is a highly configurable and intuitive Resident Management Solution for managing high-volume, multi-tenured Co-Living and PBSA operations. From your website to initial rent payment, PEX delivers an applicant self-service online leasing process, Customer App and operational management system—all ensuring a superior resident booking experience.

**For more information on RealPage PEX, contact us at +44 (0)203 432 2105 or email [Pexinfo@RealPage.com](mailto:Pexinfo@RealPage.com).**



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