

# The Role of Strata Technology in Great Customer Experience

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Look Up Strata Webinar

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Town  
Square  
 LookUpStrata

It's Not a People Problem.  
It's a Systems Problem.

It Doesn't Have to Be This Way.

One Big Idea

The managers who thrive won't be the ones who work hardest.

They'll be the ones who've built the smartest systems.



**THIS IS,**

**STRATA MANAGEMENT!**

[makeameme.org](http://makeameme.org)

Nice to meet you

# Hi, I'm Leya!

Fell into strata, never left

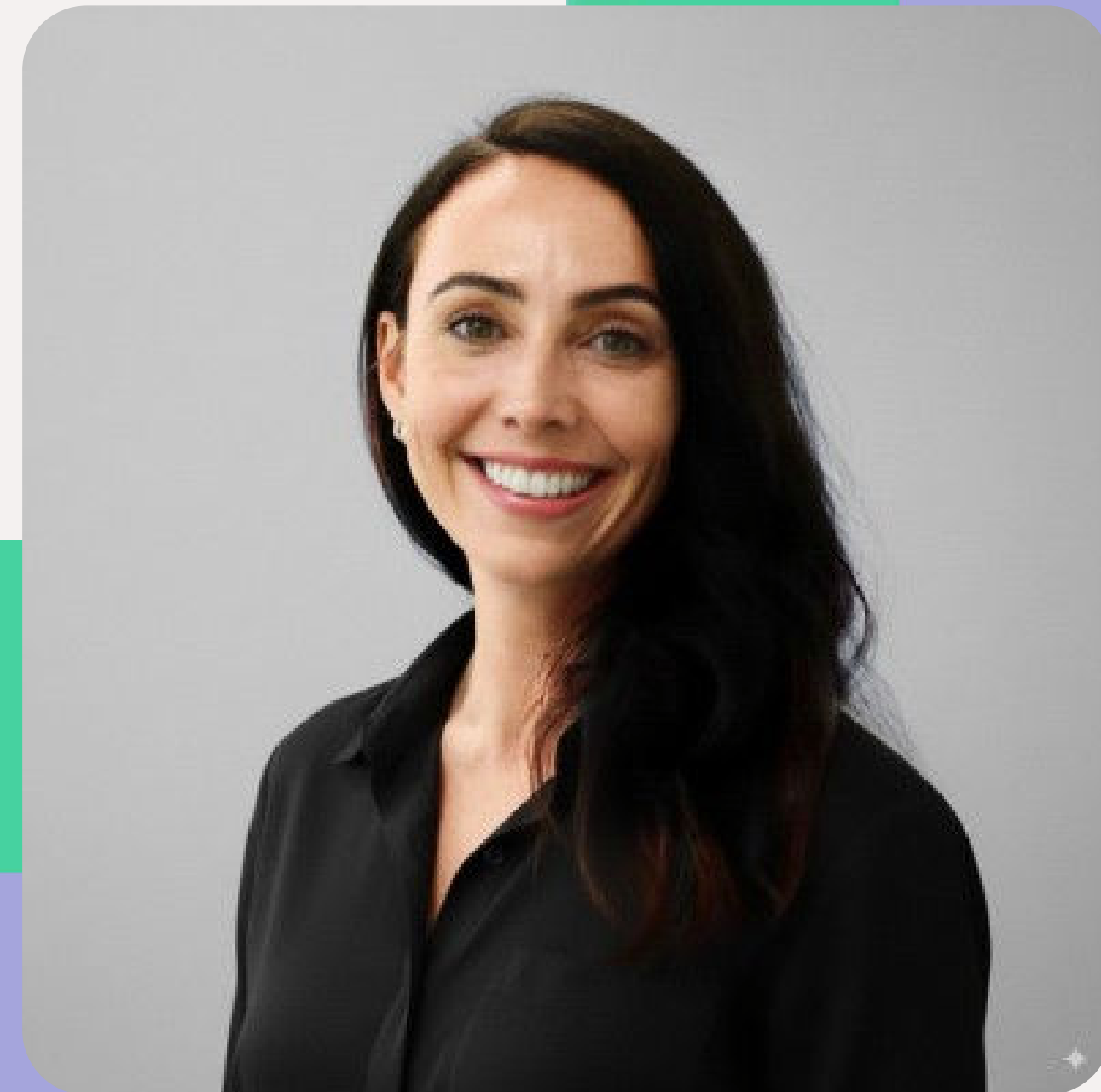
Strata + Tech Nerd

Built Town Square to fix my own pain

People First, Always

Backed by RAC's BetterLabs Venture Studio

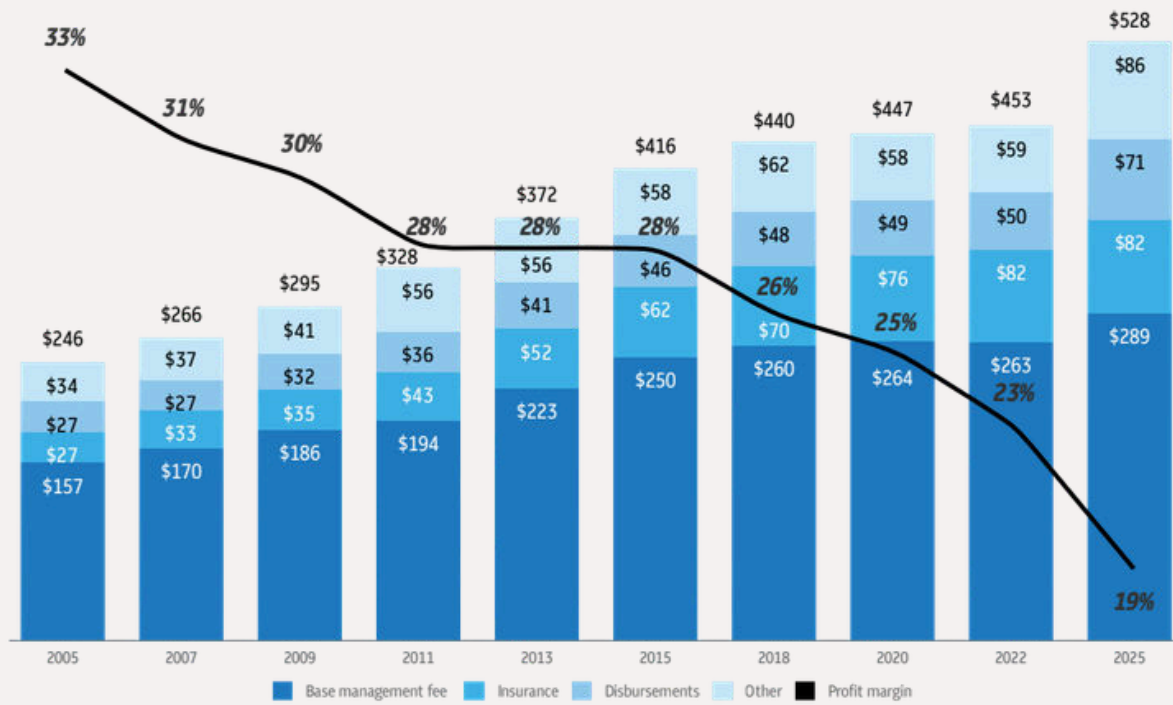
Mother of 2 girls at home, and 10 boys at work



What are  
the **industry**  
**reports**  
telling us?



The portion of businesses earning profit margins of over 30% has dropped by nearly half since 2012.



Profit margins are dropping (as wages increase)



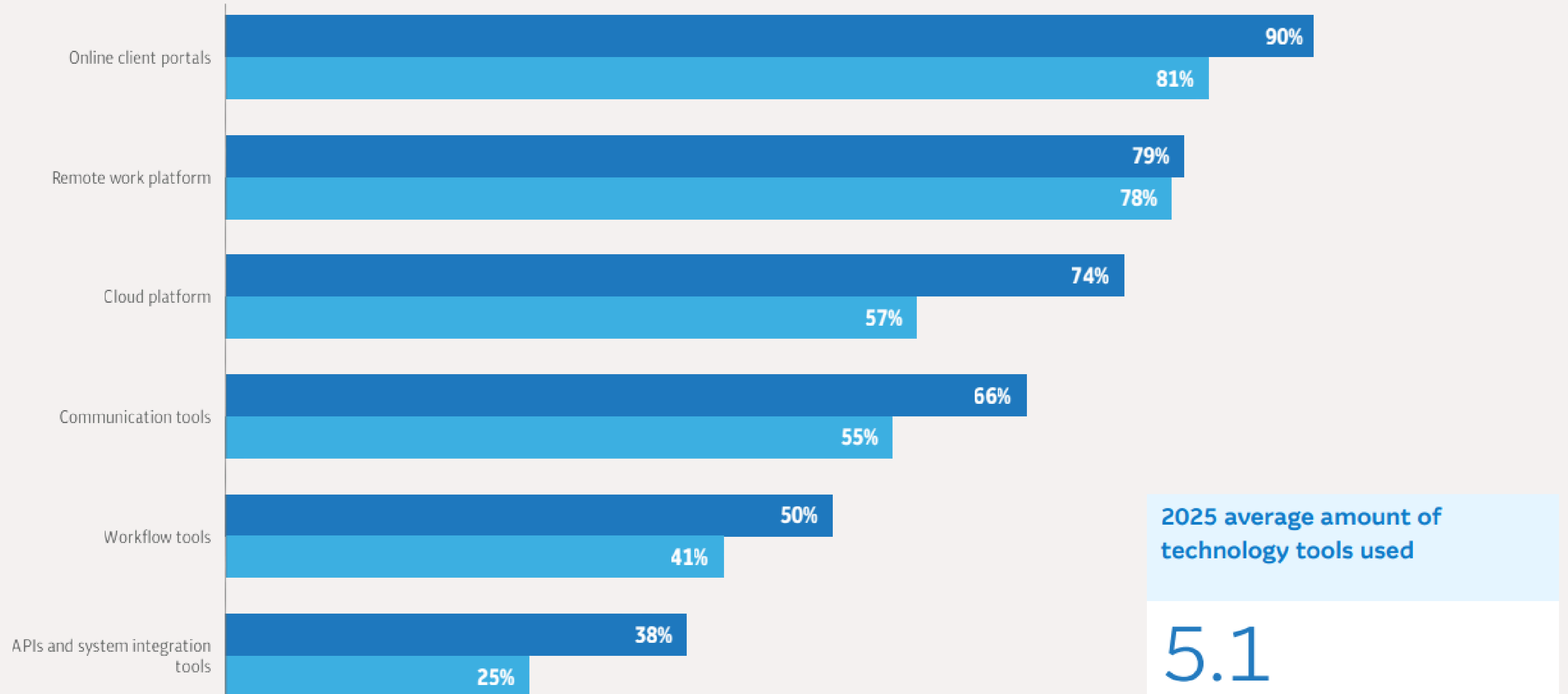
Staff turnover is very high (glimmer of hope)



On top of that! Owners expectations increased

## Technology tools

We are all using technology to communicate with our clients, with online portals leading the way. We are all using (too) many different tools.



Our profits are declining.

Our staff is not settled.

Owners are a big concern.

Our current systems are still not enough.

One Big Idea

The managers who thrive won't be the ones who work hardest.

They'll be the ones who've built the smartest systems.

## Problems

- Hard to use, easy to abandon
- Built on manual effort that shouldn't be manual
- Disconnected systems, disconnected experience

# The Strata Tech Map

\*A non-extensive, no-affiliations list

## Trust Accounting

StrataMax · PIQ · Urbanise ·  
Strata Master · Stratify

## Owner Communications

Outlook · Front · Dynamics 365 ·  
Mailchimp · Whatsapp  
Resvu · Town Square

## Meeting & Voting

Strata Vote · Vote Now · LWT Strata  
Zoom · Teams · Fathom · Fireflies

## Project & Task Mgt

Monday.com · Trello · ClickUp ·  
Notion · Asana  
Resvu · Town Square

## Reporting & BI

Power BI · Looker Studio · Metabase ·

## LLM's / AI Chat

Chat GPT – Claude – Co-Pilot

## & More

Share Point/Office 365– Contractor  
Compliance– Password Management –  
HR Systems – Payroll – Dictation – etc.

# The 4 Critical Conversations

Strata-Specific  
VS  
DIY / Industry Agnostic

*What is the investment cost?*

What can AI  
really do for me?

*and what are the risks and limitations?*

The best tech means  
nothing if your team  
isn't on board

*So how can get them?*

The best tech means  
nothing if your owners  
aren't on board

*So how can get them?*

# Conversation 1: **DIY & General purpose** or **Strata-specific**

## **DIY & General purpose tools**

**Often great design and more intuitive**

**Can be more cost-effective**  
(if no big set-up /customisation required)

**Shape your specific workflows and customise**

**Easier to find staff who know how to use them**

**Human support often locked to Enterprise tiers**

**Faster to get started with, and easier to switch**

## **Strata-specific tools**

**Built around strata workflows — less customisation needed**

**Compliance features built in, not bolted on**

**Integrates with trust accounting and existing strata systems**

**Reports speak the language owners expect**

**Support teams understand your industry**  
(especially important when things go wrong)

**Features list will grow with the industry needs**

Examples:

Xero vs PropertyIQ

Outlook vs Town Square

Otter.AI vs LWT Strata

The image displays a comparison between a standard email client interface (labeled 'Before') and a specialized strata management interface (labeled 'After').

**Before (Email Client):** Shows an inbox for 'sm2@yourcompany.com' with various folders like 'Inbox', 'Drafts', 'Outbox', 'Archive', 'Sent', 'Snoozed', 'Deleted Items', and 'Junk Email'. The main pane shows a list of emails with details like sender, subject, and content.

**After (Strata Management):** Shows a filtered view of the same emails, categorized by status and assignees. The table below represents the data shown in the 'After' view.

Status	Assignees	Lot	Scheme	Updated
New (w/SM)	KH LB	6	141 Café Lane, Coogee	7 min ago
w/ SM	KH LB +1	4B	OC1, 132 Harborview Terrace,	5 min ago
w/ SM	KH	3	26 Queen Street, Coogee	7 hours ago
w/ Owner	LB	53	37 Louisa Lane, Neutral Bay	2 hours ago
w/ Committee	LB	CP	OC1, 132 Harborview Terrace,	1 day ago
w/ Committee	KH LB +2	CP, 3	37 Louisa Lane, Neutral Bay	1 day ago
Completed		CP	OC1, 132 Harborview Terrace	1 day ago
Merged		CP, 3	37 Louisa Lane, Neutral Bay	1 day ago
w/ Third party	KH	CP	26 Queen Street, Coogee	3 days ago

What can AI  
really do for me?

AI isn't the future – it's here.

Use it wisely.

# How is it Changing Strata?

## Trust Accounting

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## Owner Communications

Triage, draft emails, summarise, suggestion

## Meeting & Voting

AI Notetaker, transcription, action generation, attendants counting assistance

## Project & Task Mgt

AI assistants, automated workflows, talk to text

## Reporting & BI

Categorisation, volumes reporting, Service SLAs, Improvements suggestions

## & More

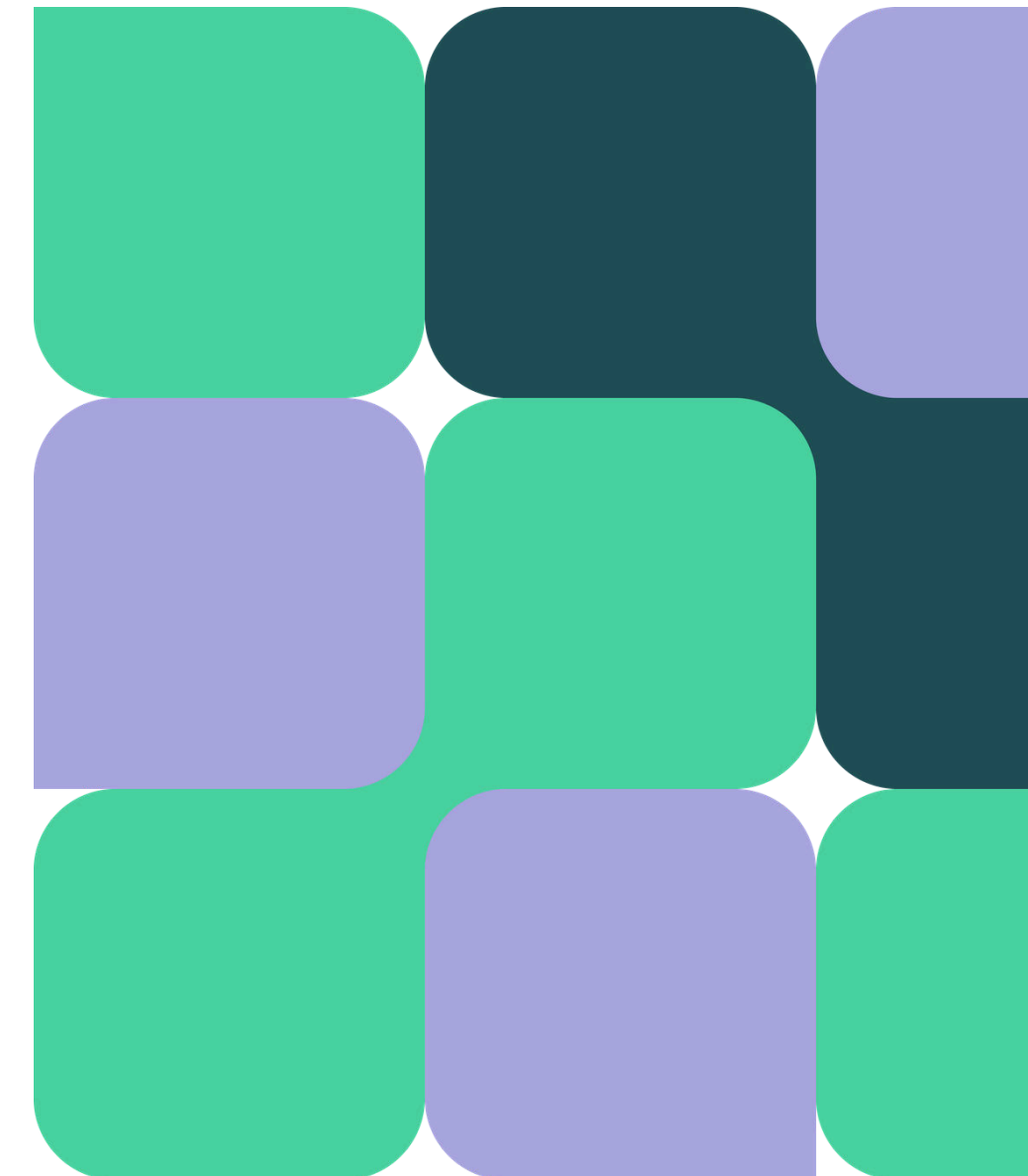
Dictation, Reminders, After hours calls routing and more.



## AI Limitations

WE cannot afford to make mistakes – quality matters

- Consistency and reliability are still a challenge  
(Yes, it makes mistakes)
- It's only as good as the information you give it
- Privacy matters
- Cross-contamination risk is real (especially in non-strata systems)
- It does not replace relationships



Critical Conversation #3

The best tech means  
nothing if your owners  
aren't on board

Not every owner wants the **same experience**.

The goal isn't to make every owner use your app.

It's to make every owner  
**feel looked after.**

# My top 6

**Prioritise Omni Channel solutions**

**Know your owners and communicate the changes**

**Make the back of house invisible**

**Match the channel for the moment**

**Tech for some, humans for others**

**Embed the experience**

The best tech means nothing if your team isn't on board



# Why people resist

**Loss of control**

**Not understanding the why**

**Fear of looking incompetent**

**It's just more work for me**

Get adoption  
in 1, 2, 3, 4...

**Involve Early**

**Sell the problem,  
not the solution**

**Start small,  
Show wins fast**

**Make it safe  
to be a beginner**

The Honest Picture Reports are showing us that owners are our biggest challenge. Profits are declining. Staff aren't settled. Bigger is not better. Our current systems are still not enough.

It's Not a People Problem. **It's a Systems Problem.**

**Strata Tech is Evolving Across All Areas.** xxxx

**Strata-Specific vs Industry Agnostic** — know which layer each tool belongs to.

**AI is Cool — Use it Wisely.** The opportunity is real. So are the risks.

**Get Your Team on Board** The best technology fails without the people behind it.

**Meet Your Owners Where They Are.** Different owners. Different needs. You need a system architecture that handles all of them.

Let's chat!

What is **one**  
**thing** you want  
to implement  
right now?



Let's chat!

Which of these AI applications would **save you the most time** right now?



Nice to meet you

# Thank you!

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**Leya Wall**  • 1st  
Co-Founder & Head of Clients  
Highgate, Western Australia, Australia

 Patrick Green,  Lee Goldsworthy and 34 other mutual connections

 Connect

View full profile

Book an appointment

