

TRI Pointe Home Builders:

Incentivizing Regional Divisions with Personalized and Affordable Music



TRI Pointe Home Builders were looking for a unified technology solution at an affordable price to offer all regions an option for playing music in model homes and offices. Rather than dictating the same music in all locations, corporate preferred to allow each region to customize their music selection.



Customization and Control

Each region of TRI Pointe Homes needed the flexibility to create and manage a number of playlists in order to cater to the tastes and demographics of home-buyers in their area. On top of that, the solution would need to be managed centrally by each regional office to prevent unnecessary on-site visits to manage music in each model home.

Individualized Service at Affordable Group Rates

TRI Pointe Homes knew that in order to get each region to use a unified solution they would need to incentivize service with a competitive rate. Corporate wanted to provide a value-add service without putting price pressure on each region.



SOLUTION

Custom Channels offered a suite of services to TRI Pointe's corporate leadership with pricing based on location totals of each region. Without sacrificing customization, Custom Channels was able to offer a competitive pricing model in which savings could be passed on to each regional division. Divisions were given full control over their music options with flexible billing plans based on the pricing agreement made by corporate leadership. Thanks to Custom Channels, dozens of communities received customizable music options at a competitive, affordable rate.

