



The Mental Health Impact of E-commerce on Multifamily





In recent years, the rise of e-commerce has revolutionized the way consumers shop, transforming purchasing habits from traditional brick-and-mortar stores to online marketplaces. While this shift has undoubtedly enhanced convenience for consumers, it has also brought about significant challenges for multifamily communities. The surge in e-commerce has led to an unprecedented increase in package deliveries to communities, placing a substantial burden on the shoulders of onsite property management teams.

However, in recent years, onsite teams have also been tasked with managing resident package deliveries. This has added a significant burden to their workload, as team members are now responsible for receiving, sorting, and delivering packages to residents.

In 2022, global package shipping volume was tracked at over 161 billion parcels. [Statista](#) also reported this number should grow to a whopping 256 billion parcels annually by 2027. This means shipping volume will increase at around 59 percent per year.

In 2021, Fetch delivered over **6.1 million** packages directly to resident's doors, up from **nearly 3.2 million** in 2020. This number more than doubled. 2022's volume is up another 5 million, and we anticipate 2023 to hit almost **10.5 million** total packages.

The dramatic surge in package volume, which more than doubled in just one year from 2020, vividly illustrates the relentless growth of e-commerce and its impact on multifamily community landscape. As communities grapple with the demand for efficient package management, onsite teams find themselves navigating uncharted waters, striving to meet resident expectations while simultaneously managing their mental well-being. The need for innovative solutions and best practices to mitigate this challenge has never been more apparent, as multifamily communities try to maintain pace with the implications of the e-commerce revolution.

Onsite Team Responsibilities

Multifamily property management is a multifaceted endeavor, with onsite teams at the forefront of ensuring the smooth day-to-day operation of communities. Onsite property management teams play a vital role in multifamily communities. **They are responsible for a wide range of tasks, including:**

- Leasing and renting apartments
- Maintaining the property and common areas
- Handling resident requests and complaints
- Providing customer service and support
- Enforcing community rules and regulations

However, the shift in consumer behavior triggered by the exponential growth of e-commerce has significantly expanded the scope of their duties. Onsite teams are now grappling with a mounting influx of packages, a challenge that affects not only their operational efficiency but also their mental well-being.

According to a recent poll run by Multifamily Insiders, 86% of respondents reported package management not being a CORE responsibility for onsite team members.

What is not a CORE responsibility for on-site team members

Package management | 86%



Signing leases | 5%



Following up on renewals | 2%



Walking the property daily | 6%



**Poll conducted by [Multifamily Insiders](#)*

When onsite teams are in charge of managing resident deliveries to the community, they are taken away from their core tasks. Package management diverts onsite team focus from their primary roles, which are crucial for providing excellent service to residents and maintaining the overall efficiency of the community. Outsourcing package management to specialized third-party services, such as Fetch, allows onsite teams to prioritize their core duties, leading to improved operational efficiency, better resident satisfaction, and ultimately, healthier and more productive onsite teams.

Stress and Burnout

Recent years have witnessed a concerning rise in stress and burnout among onsite property management teams.

According to a survey by the [National Apartment Association \(NAA\)](#), 65% of onsite teams reported higher stress levels in 2021 compared to previous years, with the surge in package deliveries being a significant contributing factor.

This elevated stress underscores the urgent need for solutions to alleviate the burden on these teams and prioritize their mental well-being. The mental health implications of the expanding package management burden cannot be overstated. As package volumes continue to rise, onsite teams find themselves increasingly stressed and vulnerable to burnout.

Many property managers and onsite team members report feeling overwhelmed, stressed, and burned out. This is due to a number of factors, including:

- The volume of packages being delivered
- The pressure to meet resident expectations
- The unpredictable nature of resident deliveries
- The need to balance package management with other responsibilities

Onsite team members often grapple with a range of challenges as they endeavor to meet evolving resident expectations. Managing resident package deliveries, resolving maintenance issues promptly, and maintaining a high level of customer service can be particularly demanding. Plus, navigating conflicts among residents and ensuring efficient communication channels further compound their stress levels. Balancing these responsibilities while maintaining their own well-being is an ongoing challenge for onsite teams striving to provide top-notch service.

Sustained stress and burnout among onsite teams can have detrimental long-term consequences for both staff and multifamily communities. Reduced job satisfaction may lead to higher turnover rates as employees seek positions with better work-life balance and less stress. This continuous staff turnover can negatively impact resident satisfaction as residents may experience inconsistencies in service and community management, ultimately eroding trust and overall community well-being.



Resident Expectations

Resident expectations have evolved in response to the growth of e-commerce. Residents now expect to be able to receive packages quickly and conveniently. They also expect onsite teams to be able to track and manage their packages effectively. Residents now also anticipate seamless and timely delivery services, often placing additional pressure on onsite teams to ensure a flawless package experience.

A [2022 survey from the National Multifamily Housing Council](#) found that the top five stressors for multifamily employees are:

Resident complaints | 64%



Maintaining resident satisfaction | 61%



Meeting deadlines | 59%



Dealing with difficult residents | 57%



Lack of resources | 56%



The delicate balance between meeting resident expectations and maintaining mental well-being is a challenge for many onsite teams. On one hand, they want to provide residents with a positive experience and build relationships with them. **On the other hand, they don't want to sacrifice their own mental and physical health in the process.**

This puts additional pressure on onsite teams to manage packages efficiently and effectively. If residents are not satisfied with the package management process, they are more likely to complain or move out.

Work-Life Balance

Maintaining a healthy work-life balance is essential for the mental well-being of onsite team members. However, the demands of managing the constant influx of packages, coupled with their existing responsibilities, have made it increasingly challenging to achieve this balance. The pressure to manage packages efficiently often spills into their personal lives, leaving little room for rest and relaxation.

“Before Fetch, all week long, we had one person dealing with questions and searching for and delivering packages, even staying late to meet someone at the door for a delivery,”

KERI DENSON, ZRS MANAGEMENT

Strategies for finding harmony amidst this chaos include encouraging regular breaks during shifts to recharge, ensuring team members use their vacation time to rest and disconnecting from work-related emails or calls during their off-duty hours. Offering flexible schedules can also help staff better manage their work-life balance, particularly those with family responsibilities. These measures are essential for preserving the well-being of onsite teams, reducing burnout, and ensuring they can continue to deliver top-notch service to residents.

Additionally, outsourcing package management to third-party services provides a significant advantage to onsite teams by allowing them to maintain a healthier work-life balance. With the responsibility of managing packages lifted from their shoulders, onsite teams can reduce stress and ensure they have the flexibility to enjoy a fulfilling work-life equilibrium.

How communities can best support onsite teams

A consistent and experienced onsite team contributes to higher resident satisfaction, streamlined operations, and a better overall community experience. Retaining skilled professionals reduces recruitment and training costs while fostering a sense of stability and trust among residents and property owners.

According to a [study conducted by NAA](#), it was found that onsite team members were most likely to remain at their company if employee wellbeing is a priority at the company. This includes a company's culture that encourages balance between work and personal life, supportive executive leadership, and resources to help support mental health. **Here are some ways communities can implement these topics to boost employee retention and cultivate a positive environment for their teams:**



Training and Resources

One key to reducing stress and improving the mental well-being of onsite teams is the provision of adequate training and resources. Comprehensive training not only equips onsite teams with the skills needed to manage packages efficiently but also boosts their confidence in handling the evolving challenges posed by e-commerce.

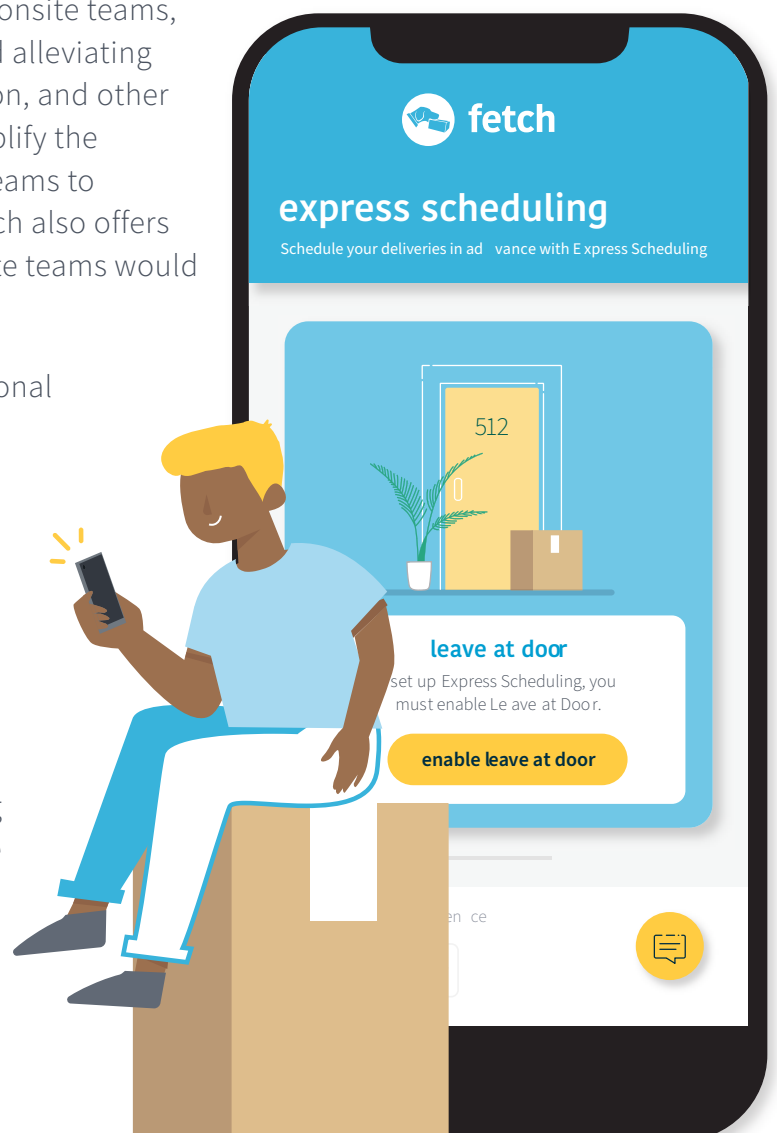
Offsite package management with Fetch offers onsite team training designed to empower teams with the knowledge and skills needed to seamlessly integrate our service into their daily operations. This support not only enhances operational efficiency but also contributes to reduced stress levels among team members, ultimately fostering a positive work environment and improved resident satisfaction. Additionally, because the package burden is removed from the community all together, residents may turn to Fetch for questions and assistance on all deliveries rather than inquire through onsite teams.

Tech Solutions

Innovation in technology can provide a lifeline to onsite teams, streamlining package management processes and alleviating stress. Property management software, automation, and other technological solutions have the potential to simplify the handling of packages, freeing up time for onsite teams to focus on their core responsibilities. Multifamily tech also offers a unique opportunity to automate tasks that onsite teams would have otherwise spent time manually doing.

Tech has emerged as an ally in enhancing operational efficiency and positively impacting the mental well-being of onsite team members. This tech streamlines workflows and significantly reduces the stress associated with managing resident packages, allowing onsite teams to allocate their time more effectively.

Moreover, user-friendly mobile apps, such as Fetch Resident, provide residents with real-time package tracking and management capabilities, empowering them to handle deliveries with ease and leave onsite teams out of it. By harnessing this technology, multifamily communities can foster a more efficient and less stressful work environment for their onsite teams, ultimately leading to improved mental well-being and job satisfaction.



Mental Health Support

Recognizing and addressing the mental health challenges faced by onsite teams is imperative to employee retention. There are a number of strategies that property managers can use to recognize and address stress and burnout in onsite teams.

Communicating with onsite team members about stress and burnout.

Property managers should create a culture of openness and honesty where onsite team members feel comfortable talking about stress and burnout. Property managers should also regularly check in with onsite team members to see how they are doing and to offer support in their daily tasks as needed.

Identifying the sources of stress and burnout and implementing change

Once property managers have identified the sources of stress and burnout, they can take steps to address them. For example, if onsite team members are feeling overwhelmed by the workload, property managers can find ways to outsource tasks that onsite teams were not hired for, such as package management.

Encouraging onsite team members to take breaks and vacations

It is important for onsite team members to take time for themselves to relax and recharge. Property managers should encourage onsite team members to take breaks throughout the day and to take vacations throughout the year.

Additionally, there are a number of benefits to providing mental health resources and support for onsite teams.



Improved employee morale and productivity

Mentally healthy employees are more productive and engaged in their work.



Reduced absence and turnover

Mentally healthy employees are less likely to take sick leave or to leave their jobs. Improved employee satisfaction. Mentally healthy employees are more satisfied with their jobs and their lives.



Reduced healthcare costs

Mental health problems can lead to physical health problems, which can increase healthcare costs. By providing mental health resources and support, property managers can help to reduce healthcare costs.

Outsourcing Package Management

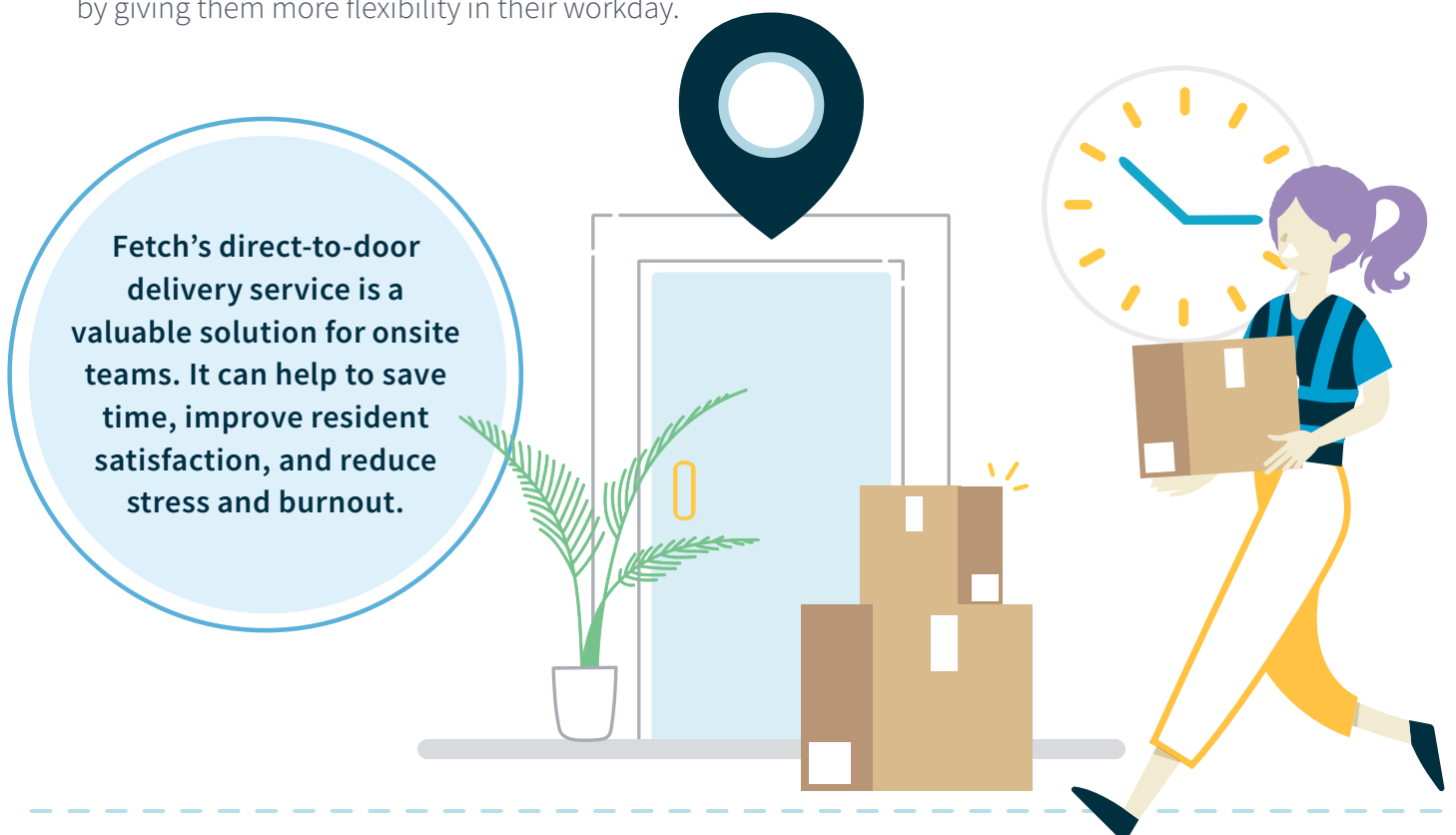
A best practice for alleviating the onsite workload and safeguarding the mental health of onsite teams is outsourcing package management to third-party services. Fetch relocates package storage and delivery to an offsite local facility. Fetch's solution eliminates the need for onsite storage rooms and lockers, reducing clutter and the associated stress.

Offsite package management ensures the secure storage and delivery of residents' packages, eliminating a significant source of stress and anxiety. This section presents a compelling case for adopting this best practice, showcasing how it can significantly improve the mental well-being of onsite teams and enhance operational efficiency.


In 2022, Fetch delivered 10.2 million packages directly to residents' doors.

By utilizing Fetch as a package solution, onsite teams and communities benefit by:

- **Reduced time spent on package management:** Onsite teams at communities with 300 units spend an average of 6 hours per day managing packages. Fetch's direct-to-door delivery service can free up this time so that onsite teams can focus on other important tasks.
- **Improved resident satisfaction:** Residents appreciate the convenience of having their packages delivered directly to their doors. Fetch's direct-to-door delivery service can help to improve resident satisfaction and reduce the number of resident complaints in other areas.
- **Reduced stress and burnout:** Package management can be a stressful and time-consuming task for onsite teams. Fetch's direct-to-door delivery service can help to reduce stress and burnout for onsite teams by giving them more flexibility in their workday.



The mental health impact of e-commerce on multifamily communities is a critical issue that requires attention and action. The rapid growth in package volumes has placed unprecedented stress on onsite teams, affecting their well-being, resident satisfaction, and operational efficiency. To address this challenge, a multifaceted approach that includes training, technology solutions, mental health support, and, crucially, the outsourcing of package management is in community managers best practice to lessen the daily load of dedicated onsite teams. By implementing these strategies, property managers and owners can prioritize the mental well-being of their onsite teams, foster resident satisfaction, and gain a competitive edge in the multifamily market. The time to act is now, as the mental health of onsite teams is not only a moral imperative but also a vital component of community success in the e-commerce era.



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and outsource package
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