cove | Perform Properties

ENHANCING TENANT EXPERIENCE AT WILLIS TOWER WITH COVE'S "MY WILLIS TOWER" APP

Cove's unified platform powers both sides of the Willis Tower experience — keeping thousands of tenants engaged while supporting seamless building operations across one of the most iconic skyscrapers in the world.

400+ EVENTS
Have been hosted and communicated to tenants through Cove.

1K+ USERS
Have downloaded the Cove app to drive announcements, retail offerings and amenity access.

100+ ENGINEERS
Connected and supported through Cove's operations tools.

A CONSISTENT ENGAGEMENT ENGINE

Since launch, thousands of tenants have joined the My Willis Tower app, with an average of hundreds of active users engaging every month and consistent quarter-over-quarter growth.

The building team drives engagement through targeted push notifications, layered content, and event-driven programming — ensuring tenants always have something new to discover. From wellness fairs and Tone Fitness classes to retail pop-ups and raffles, the app serves as the central hub for everything happening inside Willis Tower.
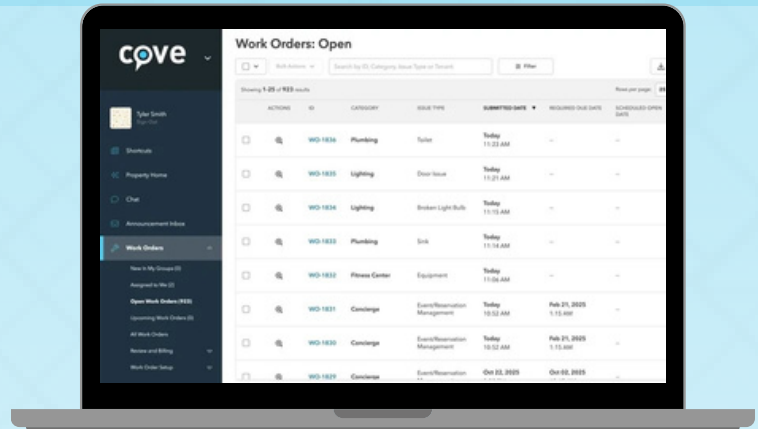
For more information, visit **landing.cove.is/book-a-demo**

STREAMLINED OPERATIONS

Behind the scenes, Cove supports Willis Tower's large engineering team with work order management and preventive maintenance tools that keep the building running efficiently.

The same platform that connects tenants to community events also helps engineers coordinate daily operations — proving that engagement and performance can live side by side.

A MODEL FOR BALANCED BUILDING PERFORMANCE

Willis Tower's success comes from the way it blends communications and operations within Cove. Push notifications, rotating announcements, and consistent event updates keep tenants active, while powerful back-end tools help property teams manage tasks, requests, and schedules at scale.

This combination makes Willis Tower a model for how large commercial properties can deliver exceptional tenant experiences without adding complexity.

THE RESULT

Security & Janitorial

Workplace Experience Officer

Tenant Leadership

Building Engineer

cove

Facilities Manager

Tenant Employees

Property Manager

Ownership

Leasing

Cove helps Willis Tower connect the entire building community, from tenants to engineers, within one unified system. It's a blueprint for how the tallest towers can stay grounded in communication, community, and efficiency.