

## Customer Service Index

Ellis has isolated 10 Shopping Report questions that are related to customer service in order to measure service-oriented tendencies. Based on over 5,000 shops, these questions reflect the sort of service the prospect feels they can expect if they move in. The 10 questions are universal to Shopping Reports and are found in some form or fashion in almost all written evaluations conducted by Ellis. The questions address customer service “basics” such as being perceived as warm and friendly, immediate acknowledgement, and making a positive first impression.

Customer Service-based leasing is not really new. The service-based questions we have identified below have been measured in most shopping reports for years. A quick review of the average scores seems to indicate our customers have high marks in these service-oriented types of leasing performance questions. And why would they not? Companies who frequently shop their on-site professionals tend to score superior in leasing skills and sales expertise. Our shoppers would not rate these leasing professionals so high unless their sales presentations included many skills that work as well in customer service as they do in leasing.

### Ellis Shopping Report Customer Service Oriented Questions – Average Scores

Question	% Yes
1. Did the Leasing Professional convey a warm and inviting attitude?	90.4%
2. Based on the Leasing Professional's presentation, were you motivated to visit the community?	79.4%
3. Was your first impression of the community and curb appeal a positive one?	94.7%
4. Did the Leasing Professional greet you with a smile, or if busy, acknowledge you immediately?	92.6%
5. Did the Leasing Professional make a positive first impression and appear genuinely interested in helping you?	90.6%
6. Did the Leasing Professional show an apartment that was clean, made ready, and comfortable in temperature?	86.6%
7. Did the Leasing Professional point out advantages you said were important?	80.2%
8. Did the Leasing Professional effectively overcome your objection(s)?	85.4%
9. Based on the Leasing Professional's presentation, would you have leased an apartment?	82.3%
10. Did the Leasing Professional follow-up by:	
a. Telephone?	40.4%
b. Mail?	29.0%
c. Email?	11.3%