

THE CUSTOMER EXPERIENCE

Creating "WOW" Moments

Every company provides a customer experience. That experience may range from excellent to average, but the very fact that you have customers, you interact with those customers in some manner and provide products and services, means that they have an experience with you and your company. The customer experience involves perception, emotion, and unexpected behaviors on the parts of customers. No matter how well you craft an experience, they will not perceive exactly as you anticipate or hope. Remember - *customers are not robots*. Excellent customer experiences are still so novel that when a customer has one, they talk about it. Such experiences are full of surprising "WOW" moments. These are the moments when you strike an emotional chord with your customer. It is what we strive for!

As you review each section: Customer Service, Needs, and Value, celebrate the "WOW" moments (Excellent-Above Average) that took place. Focus on improving those areas that lacked a positive emotional connection (Average-Poor).

Flag Rating →	Q#	Question	Excellent (Wow!) ★★★★	Above Average ★★★★	Average ★★★	Below Average ★★	Poor ★
Value	01	The community amenities struck me as:	Extraordinary - cutting edge and beyond my wildest dreams	Appealing - the latest and greatest	Ordinary - just like they offer next door and down the road	Inferior - dated and/or in need of repair	Distressed - Unacceptable and in failing condition
Needs	02	The upkeep of common areas throughout the property was:	Flawless - meticulous care and attention to detail...like a vacation resort	Notable - the community pride was shining through	Acceptable - what I would expect from a community like this	Deficient - lacking attention and care	Poor - I would be embarrassed to live here
Customer Service	03	The leasing professional came across as:	Captivating - in a league of their own	Talented - better than most, with an added flair of originality	Pleasant - prepared and exhibited a nice personality	Robotic - simply going through the motions	Bothered - made me feel like an interruption
Customer Service	04	The level of engagement by the leasing professional was:	Outstanding - like spending an hour talking with my best friend	Impressive - full of energy and creativity	Comfortable - sincere and natural	One-Sided - more focused on selling than getting to know me	Disconnected - did not connect with me
Needs	05	The leasing professional's attempt to relate the home to my needs and interests was:	Superhuman - never missed a detail... as if reading my mind - Wow	Customized - genuinely cared about meeting my needs, making it all about me	Adequate - tailored to an extent but also general in nature	Mediocre - very little effort made	Unsuccessful - waste of my time and theirs
Customer Service	06	The way the home and community were presented by the leasing professional was:	Amazing - full of energy, passion and creativity... worthy of an Oscar	Admirable - very natural and engaging	Suitable - a typical sales presentation	Fair - rehearsed and impersonal	Unacceptable - not interested in showing me anything
Needs	07	Based on my experience, the thought of calling this community home was:	Thrilling - can't wait to pack my bags and move in	Comforting - very happy living here	Indifferent - take it or leave it	Short-lived - a temporary option	Unpleasant - would not live here
Value	08	What the property offered in exchange for the rental rate was:	Exceptional - can't believe how much you get for your rent	Commendable - an above average deal for the money	Reasonable - a fair value for what I would receive	Tolerable - not the best value but it might work for awhile	Ridiculous - can't believe they are asking that much rent
Value	09	I envision the quality of life here based on the amenities and features offered as:	Fabulous - all other communities fail in comparison	Complete - everything I was looking for	Decent - could make it work	Unsatisfied - shopping for a new place to live	Miserable - would not be happy living here
Loyalty	10	Based on the experience, the likelihood I would recommend the apartment community to family and friends is:	Very likely - would undoubtedly recommend	Likely - would probably recommend	Neutral - might or might not recommend	Unlikely - do not feel confident about recommending	Not likely at all - no way I would recommend

Comments: Beyond the factual, objective evaluation provided of the Leasing Professional's performance, our shoppers describe how they truly felt about their experience as a customer based on the interaction. Their comments include their perceptions of the Leasing Professional's relate to or empathize with them and their needs for a home; build a connection between those needs and what their apartment/community had to offer; convey a genuine desire to help fill those needs and have them become a resident; and create excitement about the idea of them leasing at the community. These perceptions from a personal viewpoint are candid, much as those of your real customers looking for their new home.