



Welcome

Create a Great Customer
Experience in a Digital World

ellis | PARTNERS IN
MANAGEMENT SOLUTIONS

epmsonline.com | dwalker@epmsonline.com | 847-707-2472

Copyright 2016 Ellis Partners in Management Solutions



Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

Think like a customer

Customer experience tips

Successful brands

Final thoughts

IF YOU WANT CUSTOMERS TO STAY
LOYAL, YOU HAVE TO **INVEST**
IN THE **EXPERIENCE.**

Thought #1
Think like a customer

**START HELPING.
STOP SELLING.**

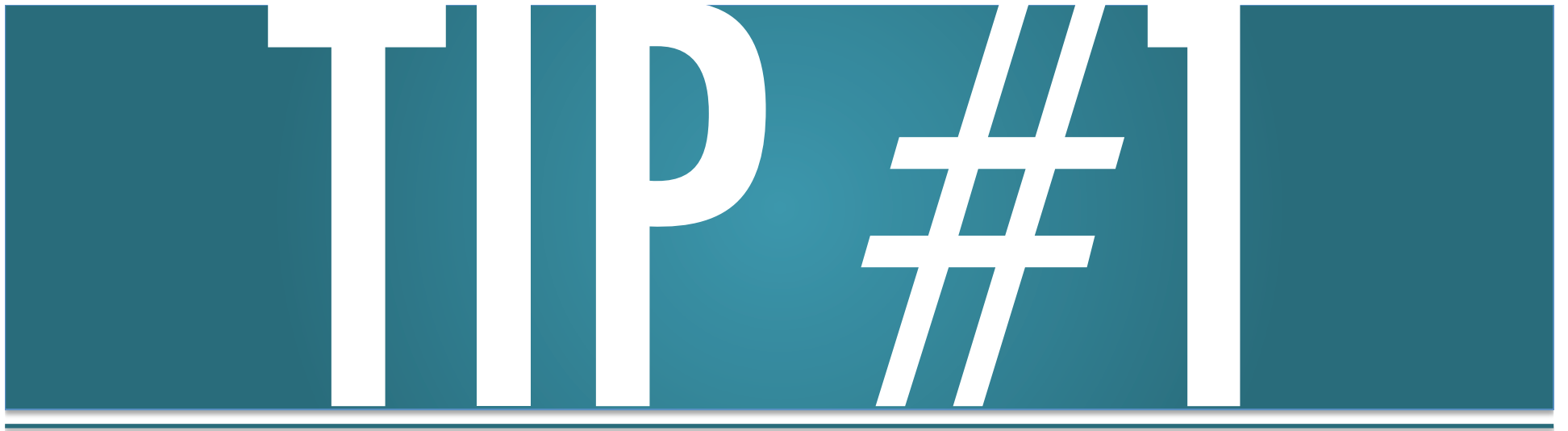
Bye Bye

TWEETS, MESSAGES,
MENTIONS, COMMENTS...
RESPOND IMMEDIATELY!





Thought #2
Customer experience tips



Create a clear customer
experience vision

WIP #2

Use your resources to
understand your customers

WIP #3

Create an emotional connection

WIP #4

Take advantage of
real time feedback

WIP #5

Discover training needs and
create employee collaboration

WIP #6

Find the ROI of a great
customer experience

Thought #3
Successful brands

Amazon

CUSTOMER FIRST CULTURE

With convenience, customization, proactivity,
and trust.



Apple

FOCUSES ON CUSTOMER EMOTIONS

With product design and customer support
experience



FedEx

EMPLOYEE ENGAGEMENT

With education, communication, listening, and recognition.



Thought #4
Final thoughts

DON'T NARROWLY DEFINE THE CX

A close-up photograph of a white computer keyboard key. The key features a dark blue icon of a person wearing a headset, representing customer service. Below the icon, the word "Service" is printed in a bold, dark blue, sans-serif font. To the right of the icon, a dark blue arrow points towards the left. The background shows other keys of the keyboard, slightly out of focus.

Service



TAKEAWAYS

Think like a customer

Customer experience tips

Successful brands

Final thoughts

SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
- 

Thank you! Want to learn more?

Danielle Walker
dwalker@rentersvoice.com

rentersvoice.com
epmsonline.com

Register at epmsonline.com

Upcoming Webinar



Move Over Millennials, Here Comes Gen Z

Thursday, June 23

1:00 PM – 1:30 PM CDT

Register at epmsonline.com



Questions? Chat with us on twitter!
@therentersvoice #rentersvoice