

CUSTOMER EXPERIENCE: A Roller Coaster Ride

What kind of *ride* are you providing residents?

Drivers

Residents who find the ride **EXHILARATING** become loyal enthusiasts who come back for another ride and bring their friends!

Ask them to: ⇒ “Like” your Facebook page
⇒ “Follow” you on Twitter
⇒ Post a positive review on an online apartment ratings and reviews site such as Renter’s Voice



Indifferent

Residents who find the ride **DULL** are easily wooed elsewhere. Encourage and listen to feedback.

Ask them: ⇒ Are there customer service issues we need to address?
⇒ Is our product or service lacking in some way?

Resisters

Residents who find the ride **SCARY** will get off as soon as they can. Quickly respond to concerns before they dissuade others.

You must: ⇒ Seek to understand their issue
⇒ Fix the issue to their satisfaction



Identify your **Drivers**, **Indifferent**, and **Resisters**—then ACT!

The *ride* to customer loyalty isn’t always smooth, but remember—every customer you keep represents at least **three** that you don’t have to attract!!

AN INTEGRATED APPROACH FOR LEAD CONVERSION AND RESIDENT RETENTION