CUSTOMER EXPERIENC A Roller Coaster Ride

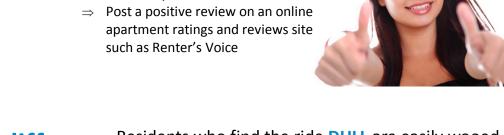
What kind of **ride** are you providing residents?

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



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 **Resistors**—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









