



Welcome

Developing a Great Customer Experience – Part I



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Questions? Chat with us on twitter!
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TOPICS

How to *actively listen* to customers

Customer journey *mapping*

Create accountability

ATTITUDES DRIVES

BEHAVIORS DELIVERS

RESULTS

Thought #1

How to actively listen to customers

Every good conversation starts with
GOOD LISTENING

Active Listening

- Prepare mentally
- Pay attention
- Don't interrupt
- Provide feedback
- Ask questions



FOCUS

on the message behind the words



Thought #2

Mapping the customer journey

CUSTOMER JOURNEY MAP

A great customer journey map documents your customer experience from your customer's eyes, helping you to understand not only how customers interact with you today, but it also identifies improvement opportunities.





#1

Segment the Audience

Your different segments have different customer experiences. You must identify each group's behaviors.

#2

Phase Evaluation

- Awareness
- Research
- Choice Reduction
- Purchase/Lease
- Use/Residency
- Loyalty

#3

Touch Points

Create a map of every possible touch point for that customer segment. Map where each touch point falls into the phases.

#4

Satisfaction

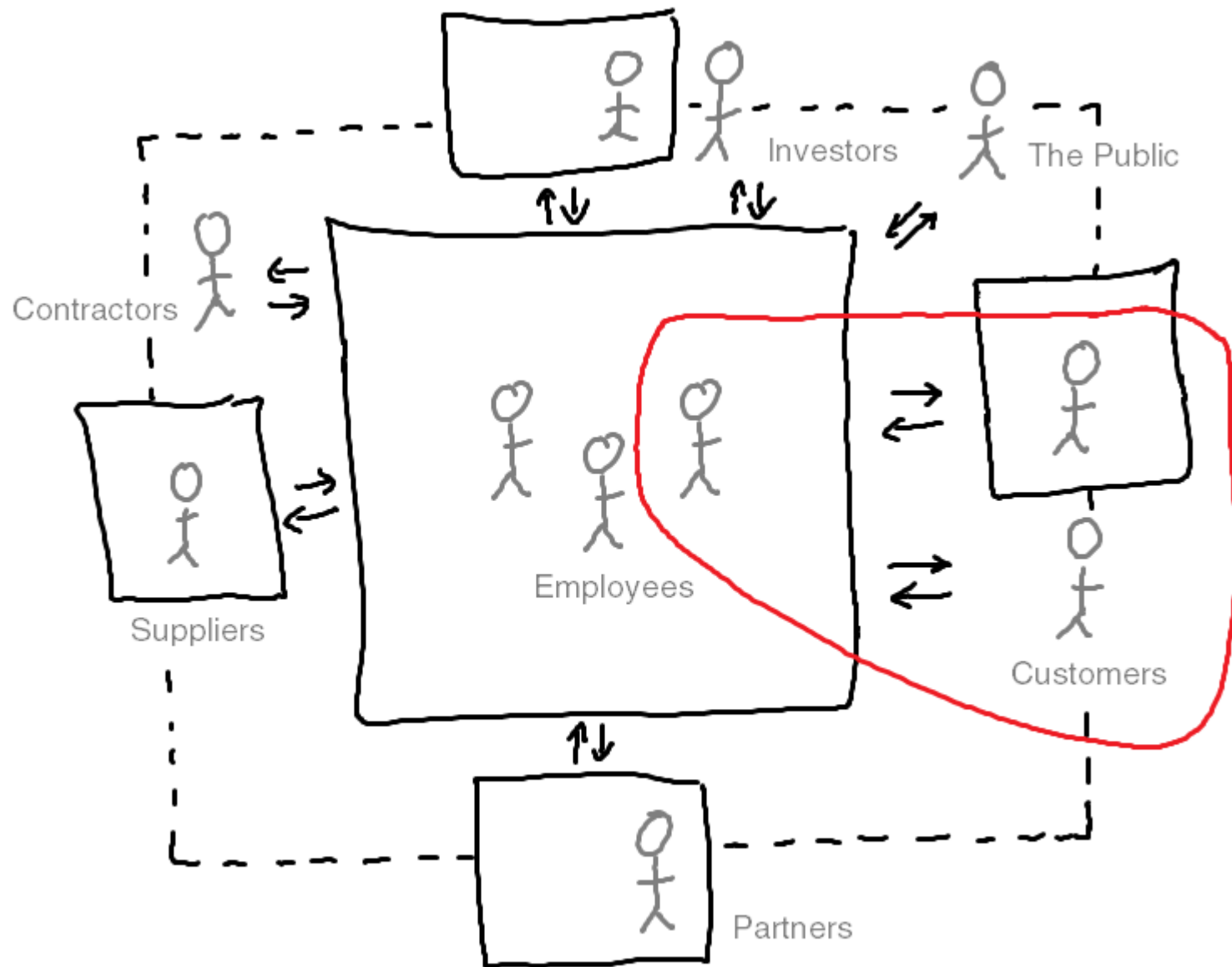
Now note satisfaction with each touch point. Have you over invested in an area?

WANT NEEDED



MUST HAVE





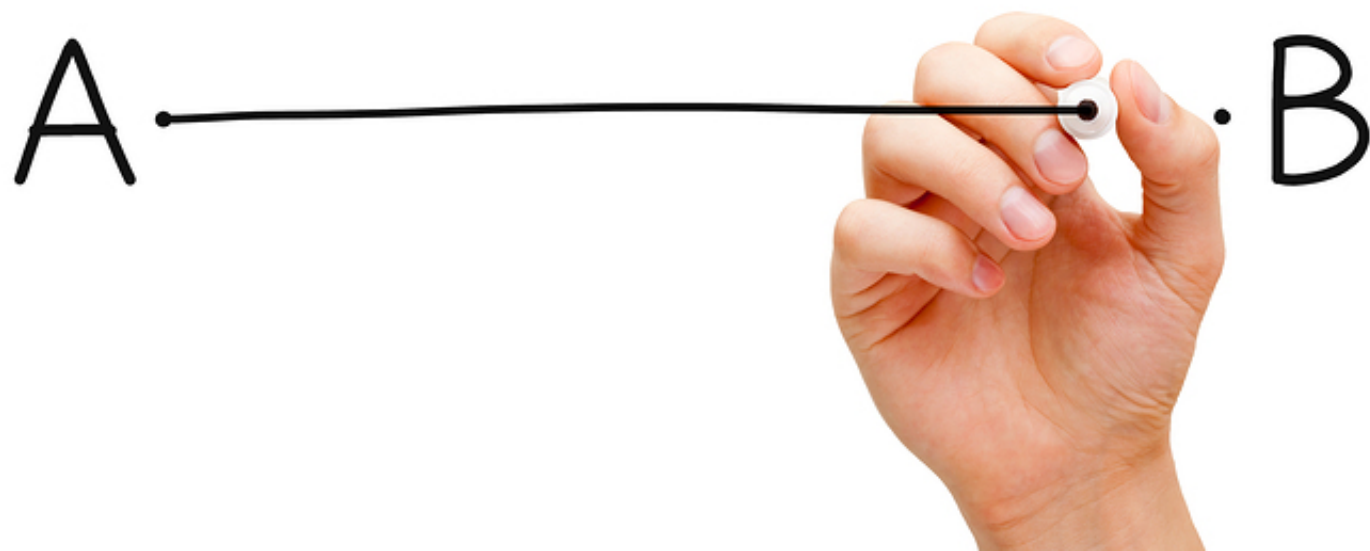
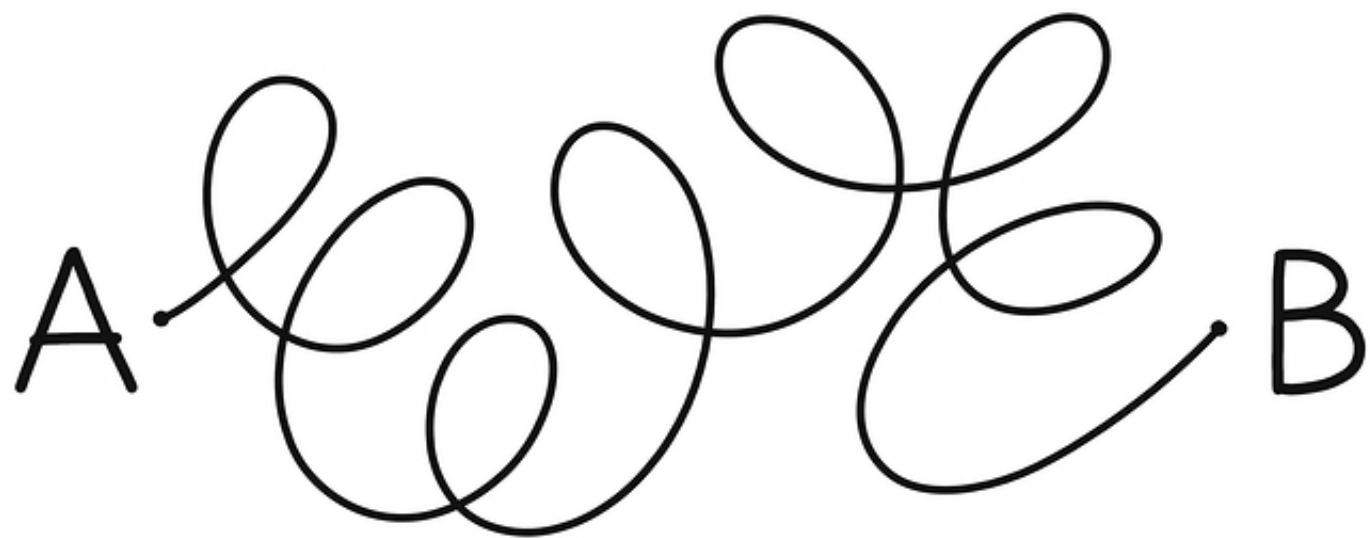
Thought #3
Create accountability

Implementing Change

We are discovering growth opportunities at an incredible pace. Now we have to figure out how to accelerate the pace of change and create accountability.









TAKEAWAYS

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SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
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Thank you! Want to learn more?

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Upcoming Webinar



Apartment Ratings and Reviews:
4 Secrets to Success

Thursday, April 10
1:00 PM – 1:30 PM CDT

Register at epmsonline.com