

Join Us Now...



Encourage Residents
to Complain
Before They Explode!

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The Ellis Companies

Enhancing Employee and Customer Experience

Your industry partner for over 30 years

- ❖ Apartment Mystery Shopping
- ❖ Prospect & Resident Surveys
- ❖ Ratings & Reviews
- ❖ eLearning (Online Training)
- ❖ Customized Training & Coaching

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Thank you for joining us today!
Want to learn more?



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MEET YOUR SPEAKER

Maria Lawson



- Maria Lawson is a 25+ year apartment industry veteran
- Maria started as a Leasing Consultant and worked her way up to a VP of Marketing and Training at Lincoln Property Company
- She is currently the VP of Training and Development for Ellis Partners in Management Solutions
- She handles content development of a wide variety of multifamily industry training programs related to lead conversion, resident retention, and customer loyalty.
- Maria loves baseball!

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Why should you encourage your customers to complain?

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✓ 5

✓ 5

✓ 5

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96% of *unhappy* customers don't complain.

91% of those customers will simply *leave* and never come back.

– *1st Financial Training Services*

80% of your customers will *vent* their anger and frustration to at least 10 people.

20% will *vent* to 20 additional people.

– *University of Nottingham*

“When customers share their story, they’re not just sharing pain points. They’re actually teaching you how to make your product, service, and business better.”

Kristin Smaby, *“Being Human is Good Business”*

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“The lesson for managers is to reply to **every** customer service comment online, even the proverbial “I’ll never fly your airline again!” A mere acknowledgement of the customer’s problem can defuse initial frustration and put the customer back on the road to loyalty. Instead of the customer seeing the company as the enemy, a sympathetic response can reorient the situation so that the customer now feels that the company is on his or her side.”

“How Customer Service Can Turn Angry Customers Into Loyal Ones”
Harvard Business Review 2018

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Customers who have never had a problem with a company are less loyal than those who have had a problem satisfactorily resolved.”

-HubSpot

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CUSTOMER LOYALTY

Trust



SUPPORT

Help



CARE



Satisfaction

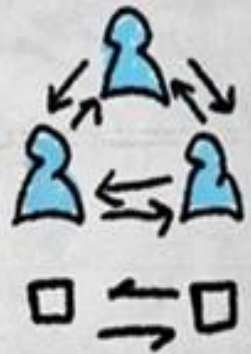
Reward

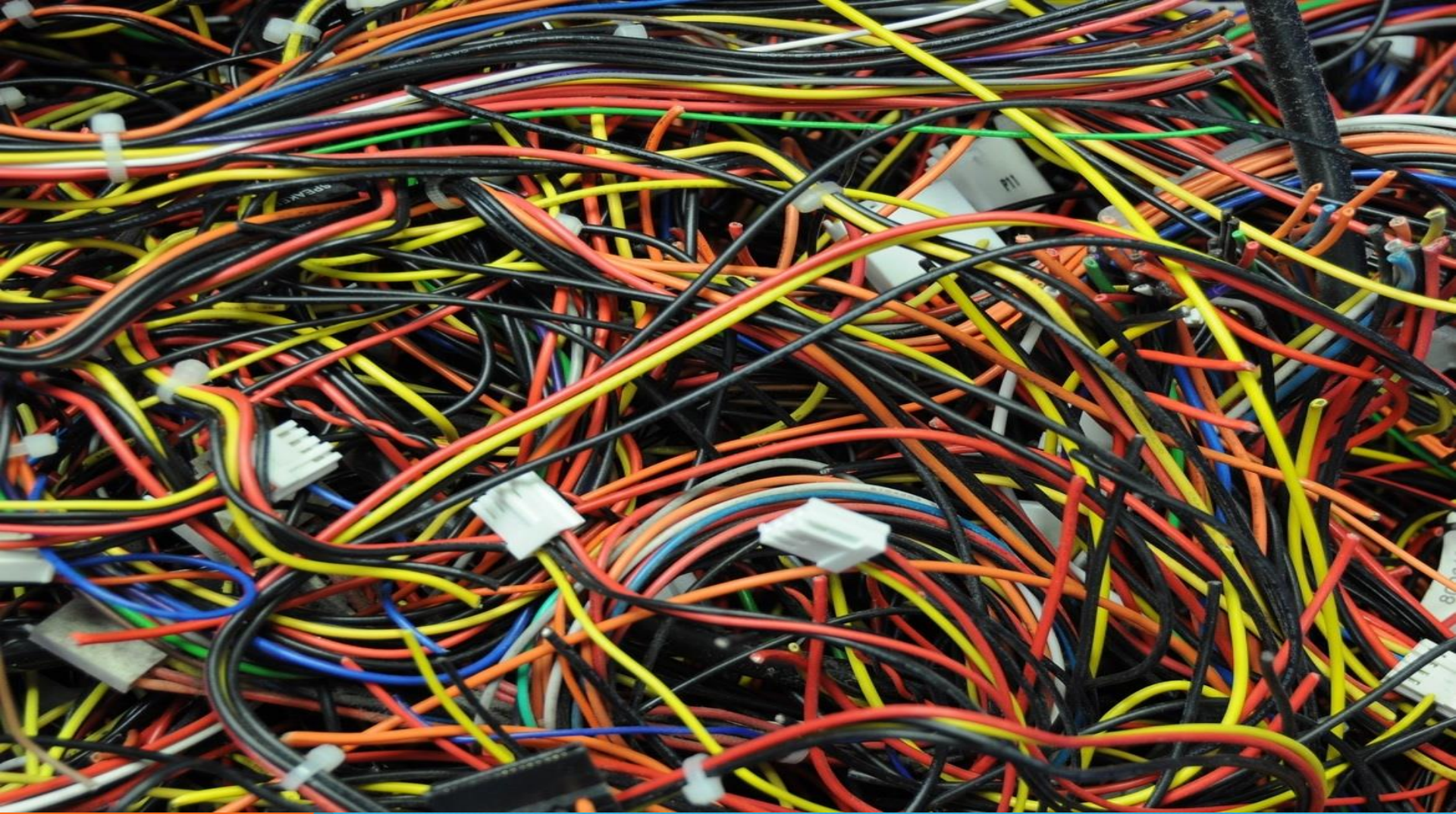
SERVICE

24/7



Quality





#1

Every Customer is Uniquely Wired

THE WHOLE STORY

#2

You Need the Whole Story



Bad news travels fast. Good news takes the scenic route.

Doug Larson

quote fancy

#3

Bad News Travels Faster Than Good News



#5

**Your Employees Will Be More
Focused On the Customer**

1. **Let them vent**
2. **Express empathy**
3. **Seek out a resolution**
4. **Thank the customer for complaining**
5. **Follow-up**

When Faced With A Complaint

“Your most unhappy customers are
your **greatest** source of learning”

-Bill Gates

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Questions?



Upcoming Webinar



Presenter: Rick Ellis

Followership: The Key to Great Leadership!

*Thursday, September 13, 2018
1:00 PM – 1:30 PM CT*

Register at www.epmsonline.com

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