



Welcome To
How to Get the Most Out of Your
Shopping Report Feedback



Unleash the POWER!

Open and honest feedback



Our growth relies on the feedback we give and receive from each other. Giving open and honest feedback can be one of the most rewarding experiences in our daily work life.

2014 GLOBAL CUSTOMER SERVICE BAROMETER

- Only **5%** of consumers said that the customer service experiences they have with companies usually 'exceed their expectations' and **29%** said that companies usually 'miss their expectations'.
- In the past year, **60%** of consumers intended to make a purchase, but decided not to due to a poor service experience – a significant increase from 2012 (55%).

-2014 American Express Global Customer Service Barometer





the JOURNEY

STEP 1 Accept the feedback.

STEP 2 Turn the feedback into a plan.

STEP 3 Turn the plan into action!



ACCEPT the SHOCKING truth



Remove the blinders



Make it *timely* and *convenient*

The Tool

A Note About Our Scoring System					
Technical Score	Excellent 100-95%	Very Good 94-85%	Good 84-75%	Fair 74-65%	Poor 64-0%
Customer Experience Score	Excellent 5 stars	Very Good 4 stars	Good 3 stars	Fair 2 stars	Poor 1 star

Shopping Report - Technical Score			
	Possible Points	Earned Points	Percentage
Telephone	100	81	81.0%
Greeting	20	20	100.0%
Identifying Needs	20	17	85.0%
Demonstrating	25	25	100.0%
Closing	30	30	100.0%
Follow-Up	5	2	40.0%
OnSite Total	100	94	94.0%
Total Score	200	175	87.5%

Customer Experience - Emotional Score	
Met Needs	★★★★☆
Portrayed Value	★★★★☆
Customer Service	★★★★☆
Overall Rating	★★★★☆

Customer Loyalty Score	
Would you recommend?	Yes

Ellis Industry Benchmark Averages		
	Shopping Report Benchmark	Customer Experience Benchmark
4th Qtr 2013	91.0%	3.7
3rd Qtr 2013	91.0%	3.7
2nd Qtr 2013	91.0%	3.7
1st Qtr 2013	93.0%	3.7

Ellis Benchmark Scores (This Report)	
Ellis Shopping Report Multifamily Industry Benchmark	100.0%
Ellis Customer Experience Benchmark	4.0

Take Action!

1- BE CURIOUS

- Infuse their spirit with praise
- Get to know their goals & concerns

Take Action!

2- FOCUS ON THE BEHAVIOR.

- Enlighten them on sales weakness and strengths
- Connect with their goals



Take Action!



ADD SWEETENER.

- Feed small doses of correction
- Sprinkle in honest doses of compliments

LET THEM GO

Get rid of non-performers immediately.

You will save yourself a lot of time and goodwill with other team members. You will notice a lightness and energy in the air immediately afterwards.



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TAKEAWAYS

- Communicate the value of feedback and your company position on performance to employees.
- Accept the feedback. If you do, they will, too.
- Schedule timely and convenient training
- Review current shop +2. Look for patterns.
- Be “Curious” before you give open and honest feedback.
- Let them go.



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“I never beat employees over the head with negative customer feedback. I allow the feedback do the work for me—revealing the behavior. I coach the employee on how to identify the problem. We ‘play’ with it and discover solutions together. This is how we improve performance.”

-Maria Lawson, EPMS, Vice President of Training and Development

SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

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