

# Welcome

## It's All About Customer Experience



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*“Customer experience is the  
new competitive battlefield”*

*-Gartner*

# CUSTOMER EXPERIENCE SEPARATES YOU FROM THE COMPETITION



13 apartments communities within 1 mile of one another



Chick-fil-A

# CREATING EMOTIONAL CONNECTIONS

COMPARE TO:	LAST MONTH	LAST WEEK	CURRENT WEEK
TOP 20%	↑ 75%	no data	↓ 77%
CHAIN	↑ 70%	72%	↓ 70%
DFW/IRVING	↓ 65%	42%	↑ 57%

CUSTOMER COMMENT OF THE WEEK:  
"FOOD WAS GOOD! EMPLOYEES WERE GOOD!  
VERY PEACEFUL FEELING INSIDE!"

BE "REMARK" "ABLE"  
WITH WORDS!

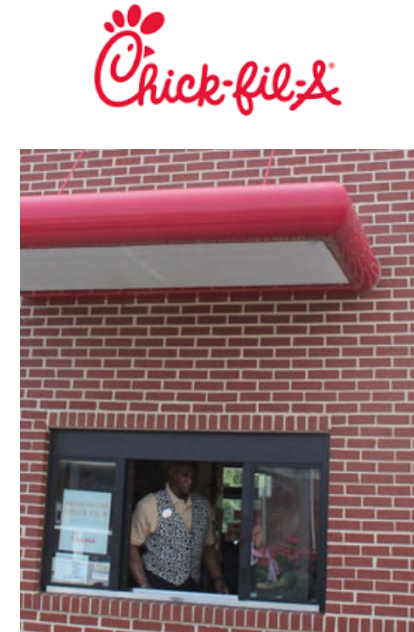
WHAT ARE YOU DOING TO  
MAKE POSITIVE IMPRESSIONS

KIND WORDS CAN BE "SHORT"  
AND "EASY" TO SPEAK,  
BUT THEIR ECHO'S ARE  
TRULY ENDLESS!  
- MOTHER TERESA

\* I CHALLENGE YOU TO TELL  
EVERYONE AROUND YOU,  
ONE POSITIVE COMMENT  
EACH DAY!!!!

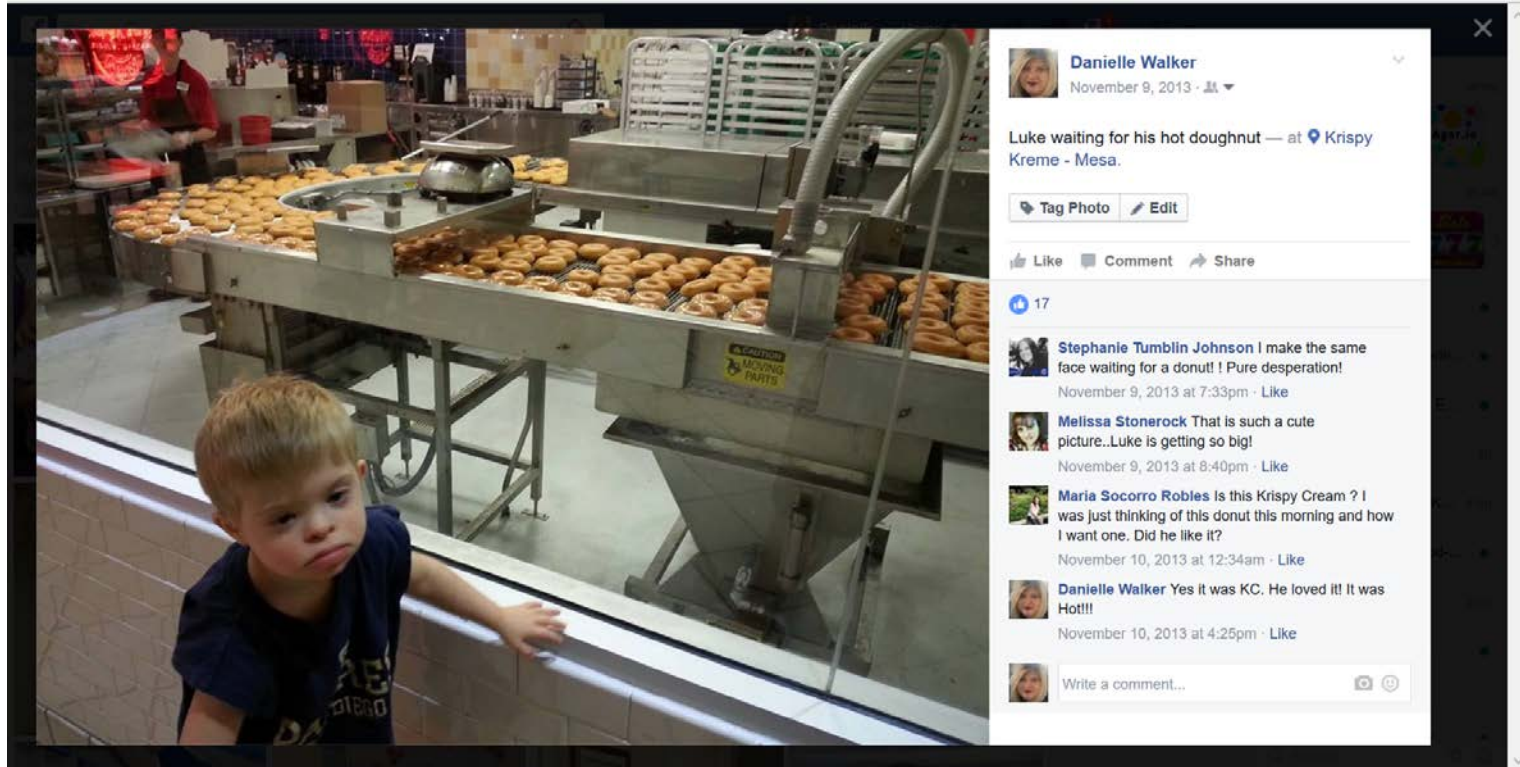


# CREATING EMOTIONAL CONNECTIONS



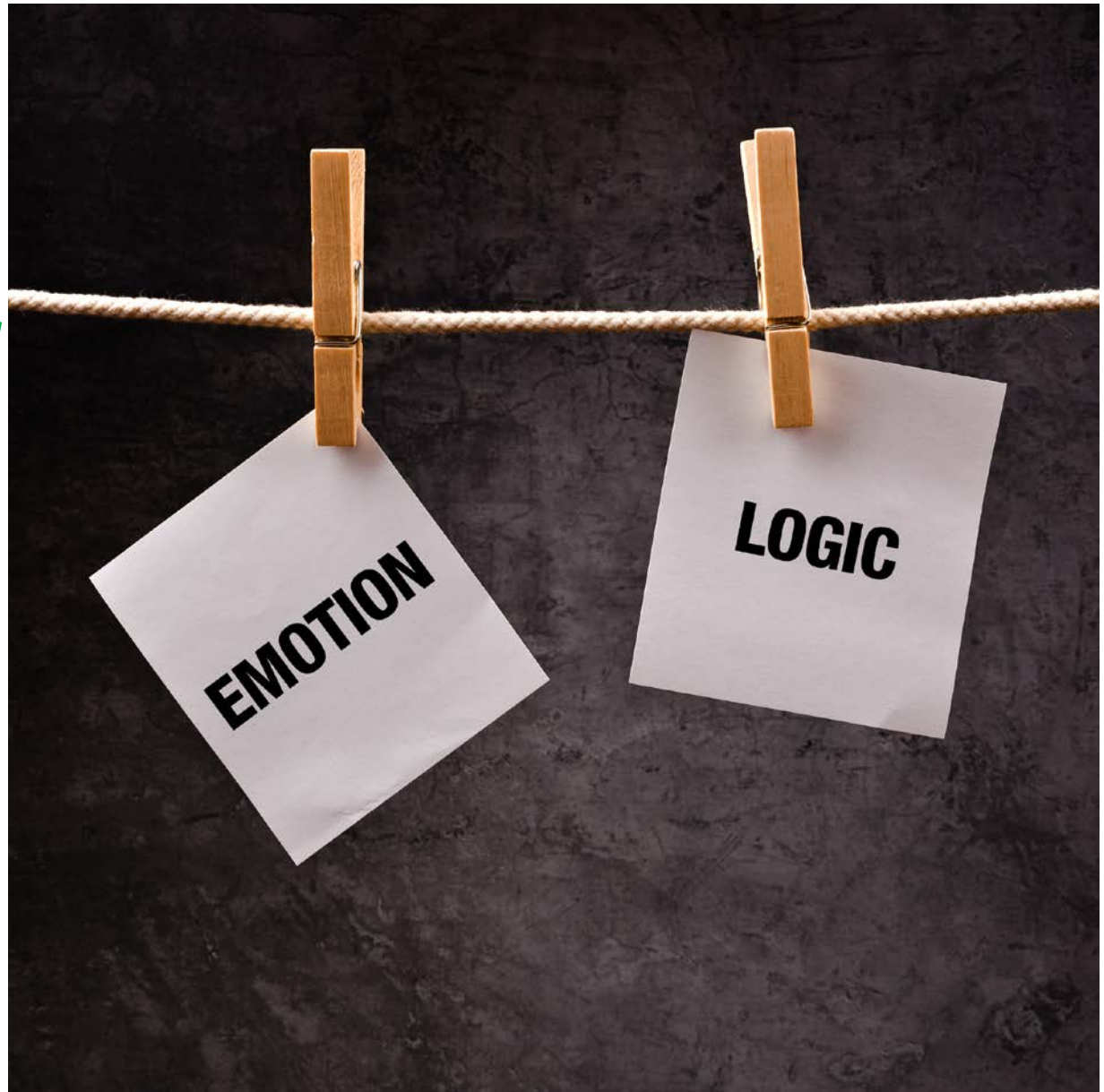


# GENERATING POSITIVE WORDS / SOCIAL MEDIA



***“People Don’t  
Buy For Logical  
Reasons, They  
Buy for  
Emotional  
Reasons”***

- Zig Ziglar





**Design** is art  
constructed  
to meet  
objectives

# OWNING THE CUSTOMER EXPERIENCE



**To Create An Experience,**

*Create Consistency,*

**To Create Consistency,**

*Create Habits*

# 1 THE MOST ESSENTIAL HABIT...



  
the power of  
COMMUNICATION

  
relationship

  
value

  
customer

  
success

  
loyalty



# CONVERTING A LEAD TO PROSPECT



# TELEPHONE LEADS - **FACTS**

## CREATING GOALS

	TOP	AVERAGE	POOR
AVERAGE CALL TIME	7 MINUTES 35 SECONDS	5 MINUTES 45 SECONDS	3 MINUTES 48 SECONDS
➤ Purpose of Call	✓	✓	✓
➤ Identify PROSPECT/Contact Info	✓	✓	✓
➤ Secure Appointment	✓	✓	✓
➤ Provide Directions	✓	✓	
➤ Determine PROSPECT Benefits	✓	✓	
➤ Describe Benefits Important to PROSPECT	✓	✓	
➤ Provide Additional Awareness (i.e. website, neighborhood, etc.)	✓		

*Source: Ellis Mystery Shopping Program*

## 2 ACTIVE LISTENING



# FACTS ABOUT PROSPECTS

- **85% of prospects that visited a community are interested in renting.**
- **48% of prospects are wanting to rent within the next 30 days.**
- **Top reasons for moving are to due to location.**



*Source: Ellis Prospect Survey*

CONVERTING  
PROSPECT TO  
RESIDENT



# What Do We Expect on Move In Day....

- A Clean Apartment (smelling nice and clean)
- Clean “Working” Appliances
- Plumbing “Working” (showers, toilets, sinks)
- Keys – Apartment, Fitness Center, Laundry Area, etc.
- Fresh Paint (no holes, etc.)
- Clean Dry Carpet
- No Bugs
- Move In on “Move In” Day
- Familiar Faces to Greet Us

# What Do We Expect from Our Community....



# What Do We Expect...

- Amenities accessible and in good condition
  - Fitness Equipment
  - Community Gates
  - Pools
  - Laundry Areas
- Community Curb Appeal
  - Landscaping
  - Trash Removal
  - Outside Lights
  - Pet Areas Clean



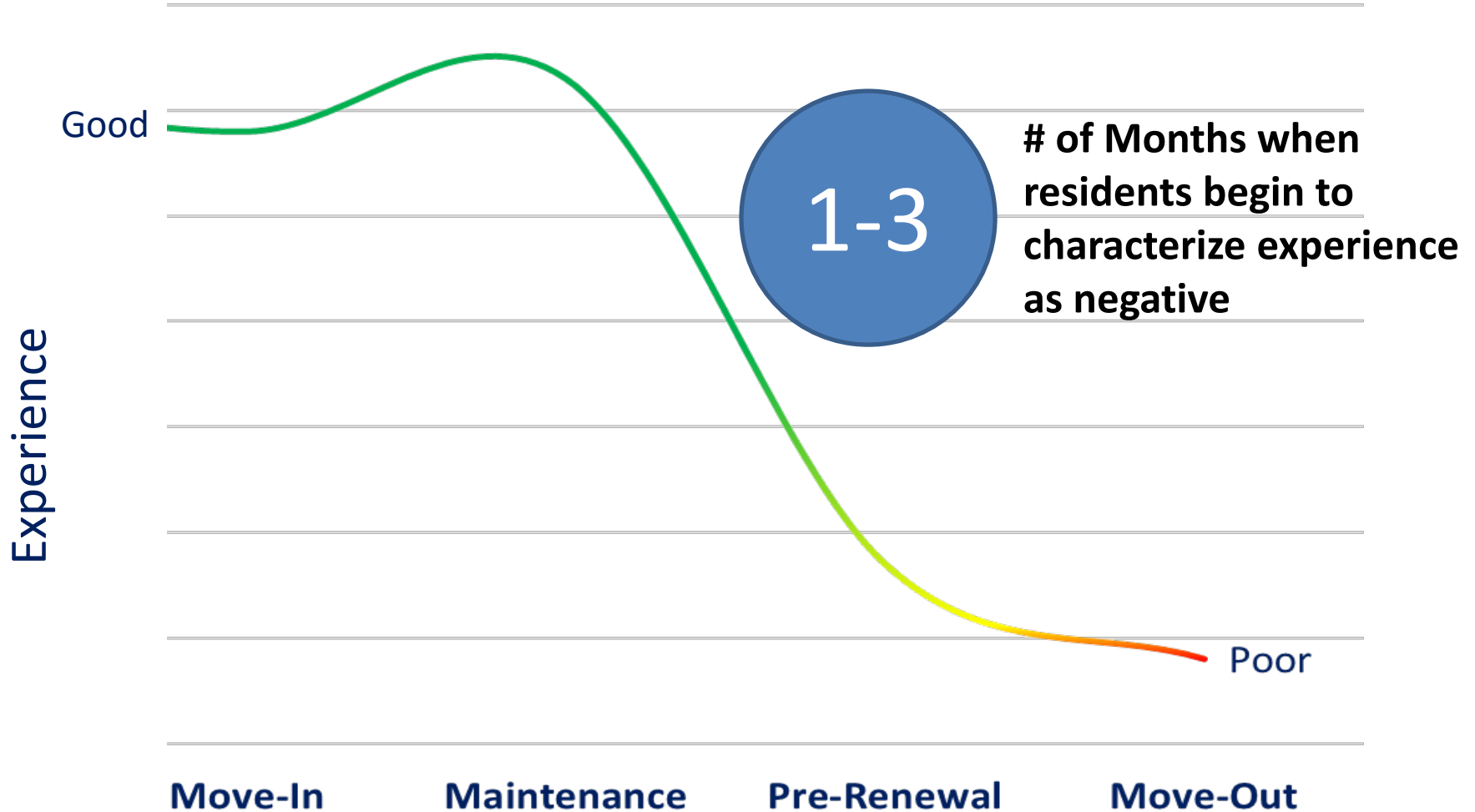
# First Impression / Move-in Day!



# How Do We Own the Move In Experience

- Walk the apartment, with maintenance (if possible)
- Inspect the apartment (open cabinets, etc.)
- Allow time to fix issues noted (48 hours before)
- Create a hand written “Welcome” note
- Partner with a Pizza place to offer a free pizza on move in day
- Provide Neighborhood Information
- Do what you say you’re going to do
- Follow Up – check in 24 hours after move in

# RESIDENT EXPERIENCE FACTS



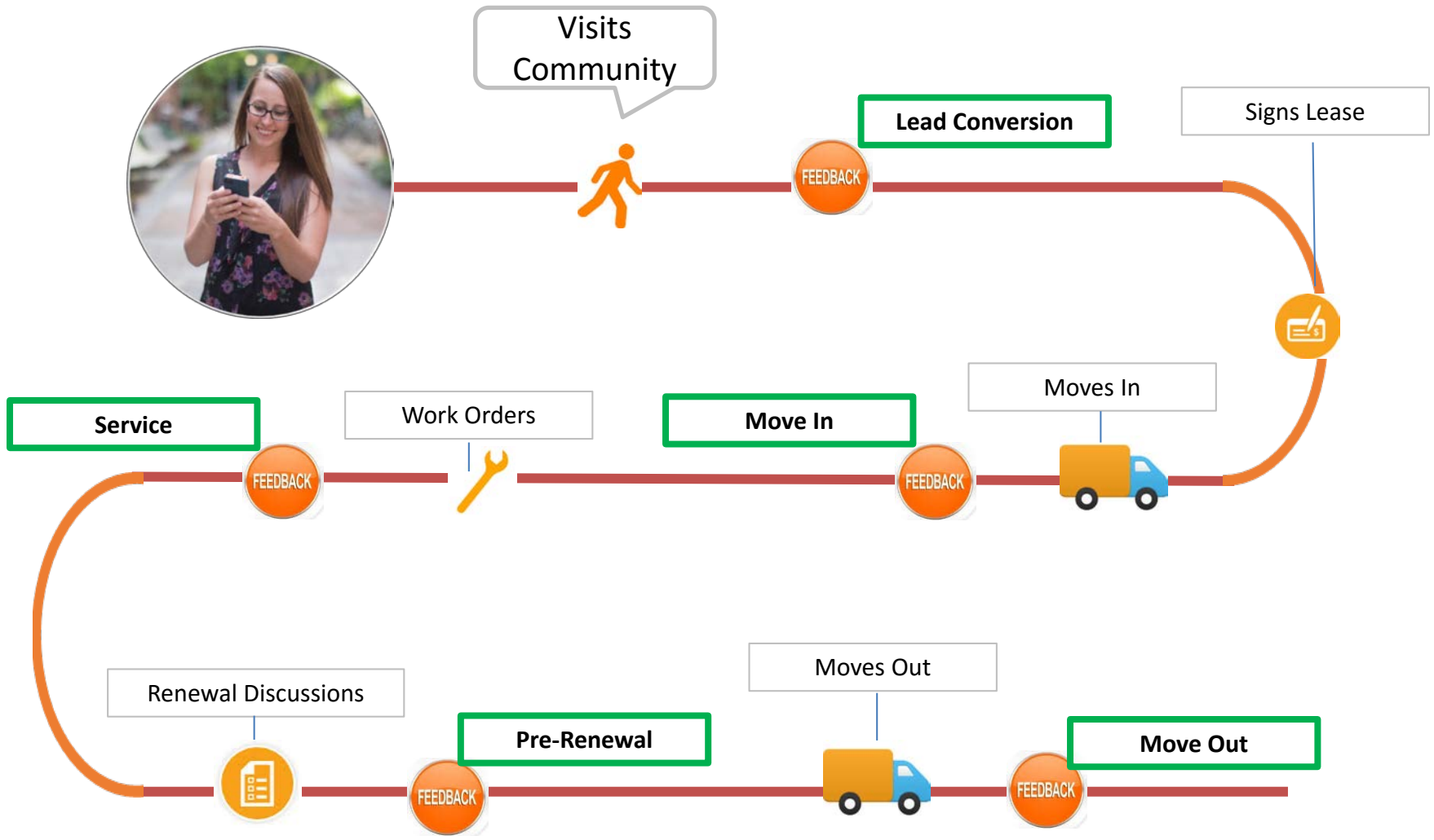
Source: Ellis Resident Survey

Respect is  
earned.  
Honesty is  
appreciated.  
Trust is  
gained.  
Loyalty is  
returned.

HpLyrikz.com

3 ***“CONNECT WITH  
RESIDENTS THROUGH  
FEEDBACK”***

# OPPORTUNITIES TO CONNECT THROUGHOUT THE RESIDENT JOURNEY



# SENTIMENT / THE FIRST IMPRESSION



Source: Ellis Resident Survey

## 4 RESPONDING TO YOUR RESIDENTS



# BENEFITS OF CONNECTING AND RESPONDING



*Communities that responded **faster** and answered the resident **more** achieved:*

- 1. A Higher Loyalty Score,*
- 2. A Higher Likelihood to Renew,*
- 3. More Resident Surveys*

*Source: Ellis Resident Survey*

# OWNING THE RESIDENT EXPERIENCE



- 1 Communicate
- 2 Listen
- 3 Connect Through Feedback
- 4 Respond Quickly

# OWNING THE RESIDENT EXPERIENCE

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."  
- Maya Angelou



Thank you! Want to learn more?

Call Danielle Walker @ 847-707-2472

Or email me

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