



Welcome

Making a Great Impression
with the Customer Experience



ellis | PARTNERS IN
MANAGEMENT SOLUTIONS

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TOPICS

The power of *memories*

Philosophies to improve *impressions*

What must happen *internally*

Don't make these *mistakes*

THE FIRST STEP IN EXCEEDING
YOUR CUSTOMER'S EXPECTATIONS
IS TO KNOW THOSE EXPECTATIONS.

Roy H. Williams

Thought #1

The power of memories

YOU NEVER GET
A SECOND CHANCE TO
MAKE A FIRST IMPRESSION

The memory of an
EXPERIENCE





- Did I enjoy it?
- How did I feel at the end?
- How does it compare?
- What stands out?
- Did it meet my expectations?

WHAT CAN YOU DO?

What part of the experience are you measuring? How are you creating a positive memory? How can you add to her memories?



Thought #2

Philosophies to improve impressions

#1

IMPROVING YOUR CX

Focus on the how

#2

IMPROVING YOUR CX

Focus on the value it brings

#3

IMPROVING YOUR CX

Understand the emotions

#4

IMPROVING YOUR CX

Don't forget about the subconscious

#5

IMPROVING YOUR CX

Get your team on board



Thought #3

What Must Happen Internally

“ I KNOW WHAT OUR RESIDENTS
WANT, BECAUSE I’VE BEEN IN
MULTIFAMILY FOR YEARS.”

MANAGE

expectations

**UNDER
REVIEW**

MUST ASK YOURSELF

Do we provide the right support to create an amazing impression and customer experience?



Thought #4

Don't Make These Mistakes

Mistakes to

AVOID

- Sr Management is disconnected
- Unclear culture
- Use the wrong language
- Too much focus on leases
- Hide things from the resident
- Complaints are viewed as problems
- Lacking efficient internal communication
- Customer service is for certain roles

TAKEAWAYS

The power of *memories*

Philosophies to improve the *CX*

What must happen *internally*

What not to do



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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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Register at epmsonline.com

Upcoming Webinar



Overcoming Objections

Thursday, March 12

1:00 PM – 1:30 PM CDT

Register at epmsonline.com