

The **PRESCRIPTION** **R_x** *for Negative Customer Feedback*

You're the doctor!

Diagnose the problem.

Surveys and **Ratings & Reviews** are the thermometers.

Individual comments allow you to see the commonalities and inconsistencies. Scan for key words to help focus on what to address.



Find the cure.

Customer Feedback reveals the current temperature of your residents.

Feedback reveals the customer experience reality at your community. Negative feedback presents a great opportunity.



R_x PRESCRIPTION

1. Respond quickly to feedback.
2. Listen carefully to what the customer has to say.
3. Learn to value ALL feedback.
4. Take appropriate action.

Solve a problem, improve your product/service, or even change the way you do business.

AN INTEGRATED APPROACH FOR LEAD CONVERSION AND RESIDENT RETENTION



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