



Welcome

You got an apartment review.
Now what?



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MANAGEMENT SOLUTIONS



Questions? Chat with us on twitter!

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#rentersvoice

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Topics

- Quick Facts
- Customer Service Importance
- Evaluation Process
- Learning and Sharing

Quick Facts

- Over 50% of the world's population is under the age of 30
- Gen Y and Z do not care for email
- 90% of consumers trust peer recommendations
- Gen Y'ers leave reviews for other consumers, not companies

Thought #1
Customer Service

Always, always focus on great
CUSTOMER SERVICE



and reviews will come



BUT...

What if our customer service isn't so great?

Quick Tips

- Prepare for the good and bad
- Don't be a corporate zombie
- Create honest and thoughtful engagement
- Take ownership
- Learn

Thought #2

Evaluation Process

Scenario 1

ASSESS THE MESSAGE

POSITIVE

Do you want to respond?

NO

Too bad...you have to

YES

Good decision!

POSITIVE

Can you add value?

NO

Thank the person

YES

Respond in kind,
share, and engage

Scenario 2

ASSESS THE MESSAGE

NEGATIVE

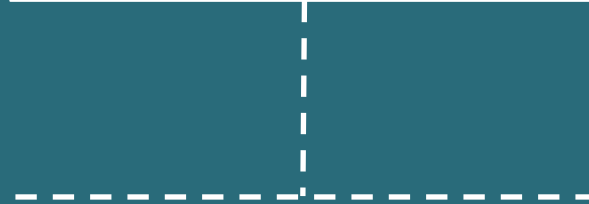
Evaluate the purpose.
Unhappy customer?

NO

YES

Unhappy customer?

NO



Are the facts correct?

Dedicated
Complainer?

NO



Trying to be a
funny guy?

YES

Let it stand
and monitor

Dedicated Complainer?

YES

Are the facts correct?

YES

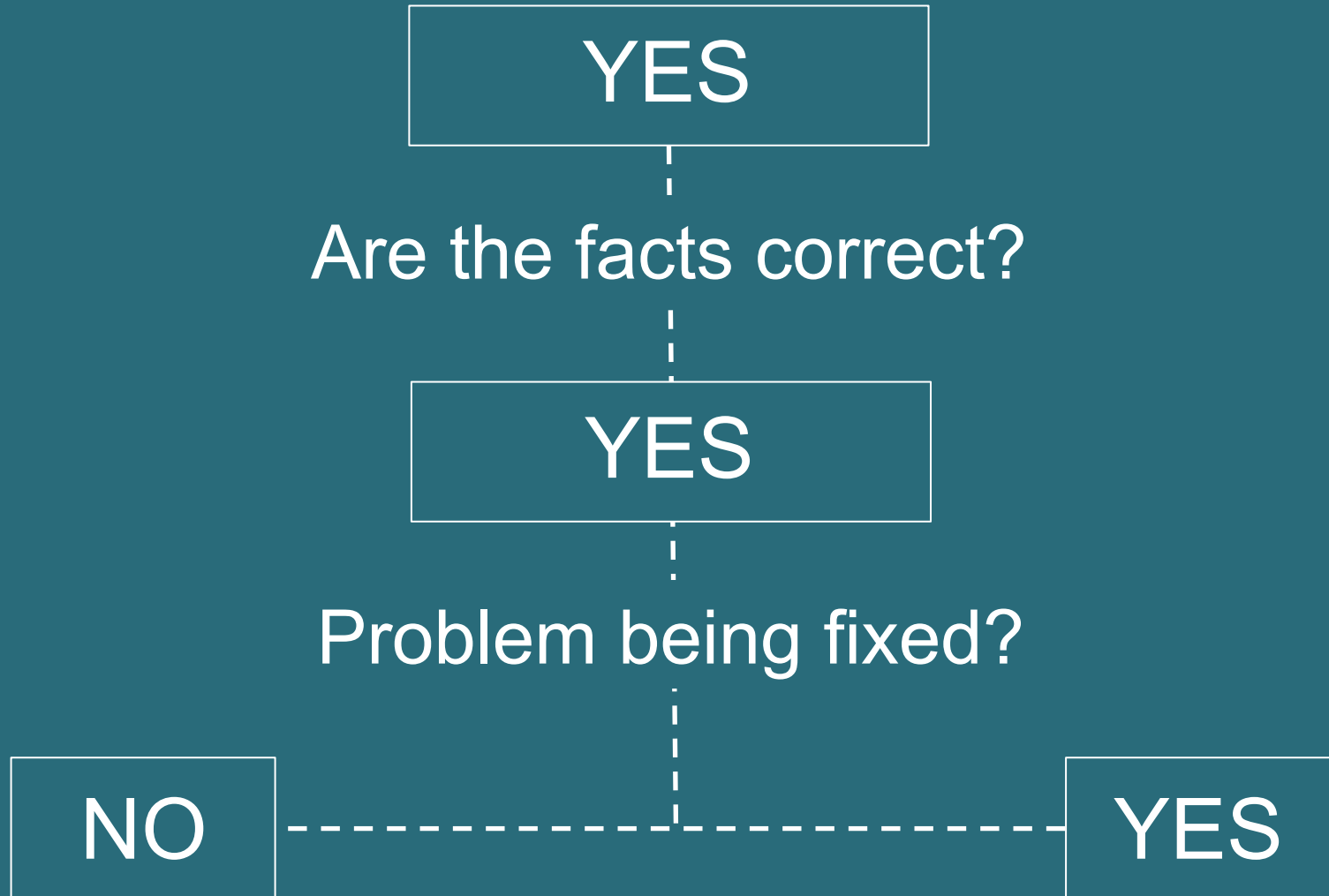
Problem being fixed?

NO

Let it stand
and monitor

YES

Explain how the issue
is being corrected



Unhappy customer?

YES/NO

Dedicated
Complainer?

Are the facts
correct?

YES

Take reasonable action to correct
the issue and let the customer know
action has been taken

Unhappy customer?

YES/NO

Dedicated
Complainer?

Are the facts
correct?

NO

Follow up with more
info if warranted

Gently correct
the facts

Ratings & Reviews

Questions & Answers



Apartment Review from a Current Renter

If it were cheaper, I would be more likely to recommend this apartment complex.

April 2, 2013

Current Renter

from Webster, TX

Age: 25 to 34

Renter Status: Current Renter

Met My Needs

Overall Value

Service Quality

Share: [f](#) [p](#) [t](#)

Was this helpful? helpful 0 0

Comment

Posted by **The Management**

on April 3, 2013

Price increases have been modest averaging about 3% annually. We feel we are competitive with our area competition and generally our pricing is lower.

Was this helpful? helpful 0 0

Comments (1)

Posted by **The Management**

on April 3, 2013

Price increases have been modest averaging about 3% annually. We feel we are competitive with our area competition and generally our pricing is lower.

Ratings & Reviews
Questions & Answers

★★★★★

Excellent staff and fabulous apartments with style!

When I first started looking for an apartment Stetson Meadows was high on my list of possibilities. I met with Linda, the manager, who was very personable and extremely willing to work with me on price and timing. She kept me informed of the process every step of the way and was quick to return my phone calls and answer my endless questions. Linda and Eileen are both extremely professional yet have the touch of personality that makes knowing and dealing with them a real pleasure. I am very happy now that I have moved into the complex, and find that every service issue reported has been handled in a very timely manner with skill and polish. I cannot recommend this property and its personnel enough- they have everything to offer and continue to make my living here a true joy.

☒ Yes, I recommend this apartment.

Share:

Was this helpful?
☒ helpful 0
☐ 0
☐

Posted by **The Management**
on December 27, 2012

Just wanted to thank you for posting, resident like you make my job a joy!

December 23, 2012

Debra7323

from Colorado Springs, CO, USA
Age: 45 to 54
Marital Status: Single
Pet: Yes
Rented At This Apartment:
Less than 3 months
Been A Renter: 2 - 3 years
Renter Status: Current Renter

Met My Needs

Overall Value

Service Quality

Comment

Posted by **The Management**

on December 27, 2012

Just wanted to thank you for posting, resident like you make my job a joy!

Summary of Questions

- Assess the message first.
- If it is positive, can you add value?
- If it is negative, is the customer unhappy?
- Are the facts correct?
- Is the customer a dedicated complainer?
- Are you able to fix the problem?

Thought #3

Listening, Learning and Sharing

If I listen, I can learn to...

- Influence customer perception
- Build relationships with customers
- Diffuse situations with timeliness
- Personalize marketing campaigns
- Improve customer service

Don't be Vulnerable

Avoid the exploitation of your vulnerabilities with open and honest communication.

Always look for improvement.

Sharing is Caring

This is a team effort. You are accountable to your peers, residents, and prospects.

Listen. Learn. Share.

Takeaways

- Reviews are your reputation
- Think about and discuss your customer experience
- Discuss evaluation process
- Reviews are a growth opportunity

Questions?

@therentersvoice #rentersvoice

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Upcoming Webinar



How your competitors are using
your apartment reviews

Thursday, April 25
1:00 PM – 1:30 PM CDT

Register at epmsonline.com

Thank you! Want to learn more?

rentersvoice.com

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epmsonline.com