

Compete to Win: Four Resident Experiences to Put into Practice Now

Modern tools and technologies can impact the property management landscape, from developers' plans to residents' expectations. In today's experience-driven economy, properties can compete by creating exceptional resident experiences. Here are four ways you can exceed resident expectations.

1 The entertainment experience

We've entered the golden age of entertainment, where consumers across demographic, geographic and psychographic groups have become accustomed to instant access. They regularly cue up videos on their smartphones or watch TV and movies on their tablets and laptops. Regardless of their age, profession or interests, residents are likely looking for cutting-edge technology that allows them to find and stream their favorites with ease.

2 The modern living experience

Residents can have different habits, needs and expectations than they did a decade ago. Trends such as online shopping are causing properties to think differently about how to receive and store frequent and larger quantities of packages. An increase in shipping of high-value and perishable products requires both secure and refrigerated storage options. Today's residents may also be more interested in sustainable living practices, including reducing their environmental footprint. Consider adding connected devices such as smart thermostats and lighting to help residents reduce their use of electricity.





3

The connectivity experience

More than four billion people around the world use the Internet. The average person spends six hours a day using Internet-powered devices and services.¹ As streaming, gaming and surfing continue to increase, so do the chances of connectivity bottlenecks. Modern properties are responding to the increased demand by installing a solution that can support Gigabit speeds while offering control and home network security. Common area WiFi is also a valuable amenity among residents who want to stay connected whether they're in the lobby or relaxing poolside. A modern connectivity experience requires a fast, reliable solution that powers residents' professional productivity as well as their personal entertainment habits.

4

The community experience

Consumers who have positive customer experiences are 15 times more likely to spread positive word of mouth.² That's a powerful statistic for property managers who want to draw the attention of residents. Fostering a sense of community among your residents can take several forms, from hosting informal group gatherings to setting up a computer station where residents can get assistance with tech services and online rental payments. Take a cue from Xfinity Communities reps who go above and beyond, hosting resident events to answer questions and handle accounts.

Learn more about how technology is changing the role of property managers, giving communities a competitive edge and creating exceptional resident experiences in our Property Manager's Pocket Guide.

¹ <https://wearesocial.com/blog/2018/01/global-digital-report-2018>

² <https://www.qualtrics.com/blog/forrester-economic-impact-of-experience-management/>