



Six Unique Ways to Create the Ultimate Resident Experience

Walk-throughs, renovations, phone calls, tours...with all the tasks on a property manager's plate, it can be difficult to keep up, let alone provide the customer service residents need. The key is to balance the daily workload with exceptional customer care. Here are six ways to do just that.

1 Make yourself available

Sometimes residents just want face time with the property manager. Spending quality time with your residents also builds community rapport and lets everyone know that they matter. Building strong relationships also helps foster retention among residents and promotes positive word of mouth among their friends and family, which can help attract new residents to your property. Case in point: 90% of consumers trust suggestions from family and friends,¹ and 7 in 10 identify word of mouth as a key influencer in their purchasing decisions.²

2 Automate repetitive tasks

Repetitive administrative tasks can eat up more hours than you'd like. Technology can help free up your time for more pertinent duties, like building relationships and keeping your property running smoothly. Take advantage of online and mobile app capabilities that can allow residents to set appointments, update account information, receive outage notifications, pay bills, customize their WiFi network and more.

1 https://blog.hubspot.com/blog/tabid/6307/bid/30239/71-More-Likely-to-Purchase-Based-on-Social-Media-Referrals-Infographic.aspx?__hstc=191390709.165e1233ccf84a76bed5ee580ab9fc7d.1512999645742.1512999645742.1512999645742.1&__hssc=191390709.2.1512999645743&__hsfp=1162531128

2 <https://www.adweek.com/digital/ogilvy-cannes-study-behold-the-power-of-word-of-mouth/?red=pr>

3

Delight residents with cutting-edge tech

Modern residents want to know they can get the same smart tech and digital tools in your community that they could have if they owned their own home. That means building a foundation strong enough to support today's modern solutions (lightning-fast Internet, streaming TV services and voice-controlled search to name a few) and technologies yet to come.

4

Choose providers wisely

You can't do it all alone. That's why it's important to choose a provider that can add value to your community and your residents. For example, if the Internet goes down, who can your residents reach out to? Do they have immediate access to a customer service rep on call who can help? What about troubleshooting or asking questions? You want a provider who will treat your residents as their own. **"The biggest difference is customer service," says Prairie Pointe Property Manager Denise Webb. "Our Xfinity Communities rep brings a personal touch to every interaction...and we look like heroes!"**

5

Respond quickly

No matter how well organized you might be, things can occasionally break or fail to work. Having a crisis management system in place is critical to speedy resolutions. Offering your residents consistent, reliable service reassures them that they can count on you to handle life's ups and downs. According to one study, 70% of consumers are willing to pay more for a better customer service experience.³ Respond quickly and use affirming language to show residents you empathize with them and want to find a solution. Once you have approved a work order or service ticket, be sure to follow up with both your maintenance crew and your resident to confirm the problem was handled satisfactorily.

6

Pay attention to resident sentiment

What your residents say about you on social media platforms and how they talk about you to their circle of family and friends matters. Pay attention to things like reviews and online and offline conversations. Consumers of organizations that lead in customer experience (CX) are 15 times more likely to spread positive word of mouth⁴ – that statistic can be applied to your residents, as well. Don't ignore a less-than-perfect comment – this is a great opportunity to change a resident's mindset! Let them know you hear them and want to make it right. Happy customers who get their issue resolved tell 4-6 people about their experience, and 95% of complaining customers will do business with you again if you resolve the complaint instantly.⁵ Knowing they are heard and that you are working on a resolution goes a long way toward a more positive outcome.

Creating an exceptional resident experience can help you attract residents. 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**.

3 <https://www.helpscout.net/75-customer-service-facts-quotes-statistics/>

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

5 <https://www.customerservicemanager.com/customer-service-facts/>