

## Client Success Q & A

Learn how industry leaders like Berger Communities use the resident feedback and online reputation solutions provided by SatisFacts & ApartmentRatings to achieve their resident satisfaction goals, increase retention, decrease vacancy, and improve their bottom line.



Nicole Loser  
Divisional Vice President

### **Q: What are some best practices you have implemented to support receiving online reviews?**

**A:** Through our partnership with SatisFacts, we're able to ask our customers to submit online reviews when they take the time to complete customer satisfaction surveys. This makes it easy for our customers to provide feedback not only directly to our Berger team, but to others through online reviews.

Our service technicians and leasing team members have also made asking for feedback part of their process when a work order is submitted or closed, or when a new resident moves in. We truly value all feedback that helps us continually elevate our level of service to our residents. They are the reason we are in business!

### **Q: How has the Verified Resident Program helped your communities build a more authentic online reputation?**

**A:** It's human nature to be a little skeptical of too many glowing or positive reviews. The Verified Resident Program gives our future residents confidence that the feedback they are reading is 100% valid.

### **Q: What has been the effect of the epiQ Index on your business?**

**A:** Our customers are so important to our business and one of our core values or Fundamentals as we refer to them at Berger is to be Intensely Customer focused. We also know at every Berger community – one of the amenities that our residents experience is our professional community teams and the service they provide. Being recognized for our epiQ results nationwide helps us offer **proven data** that we are serious about this fundamental. It is not only words we proclaim, but actions that our incredible community teams are taking every day to serve our residents.

### **Q: How has the ApartmentRatings & SatisFacts education and reporting team helped your company to achieve your resident satisfaction and online reputation goals?**

**A:** They have been an invaluable partner in helping us achieve our goals. Through their insights, education, and collaborative approach, we have been able to proactively manage our online reputation, improve resident satisfaction, and maintain a best-in-class example to the multifamily housing industry. Their contribution is so valuable to our success in delivering exceptional living experiences for our residents.

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Andrea Hood  
Divisional Vice President

### **Q: In your opinion, why is it important for companies to have a customer feedback strategy?**

**A:** When companies actively seek and respond to customer feedback, it demonstrates that they value their customers' opinions and are committed to meeting their needs. This builds trust and loyalty, leading to higher customer retention rates. Satisfied customers are more likely to continue doing business with a company and recommend it to others.

### **Q: How does your team utilize SatisFacts Insite survey feedback to evaluate performance and how has it been useful in decision making processes for your organization?**

**A:** Feedback gathered through the surveys is used to make data-driven decisions. For example, if multiple residents express dissatisfaction with a specific aspect of the property, such as maintenance response times, the organization can prioritize improvements in that area. It helps the team allocate resources effectively and make decisions that align with resident needs and preferences.

### **Q: How does your company use eplQ along with resident feedback to measure and evaluate the performance of your communities' online reputation?**

**A:** SatisFacts surveys often include questions about communication between residents and the property management team. The feedback received can provide insights into whether communication channels are clear, timely, and effective or if there are areas for improvement, such as better response times or more transparent communication.

Our company uses eplQ metrics to measure various aspects of reputation, such as sentiment, overall ratings, or specific performance indicators. This can help track the community's online standing and identify trends over time.