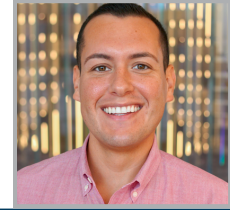


## Client Success Q & A

Learn how industry leaders like CAF Management use the resident survey feedback and online reputation solutions provided by SatisFacts & ApartmentRatings to achieve their occupancy and retention goals by focusing on comprehensive feedback, verified reviews, and thoughtful and timely review response.



**Chris Garcia**  
Social Media & Marketing Manager

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

**A:** Having a customer feedback strategy is very important because it grants direct access into our residents' thoughts and experiences. This feedback is invaluable in understanding their needs, preferences and pain points and allowing us to tailor our services to ultimately exceed our resident expectations by continuously seeking and acting upon the feedback we get.

### **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:** With our SatisFacts surveys, we create a culture of continuous improvement within the CAF organization. We rely on the SatisFacts Insite Surveys as a crucial tool to evaluate our overall performance. These surveys are conducted at various stages of the resident's journey with us and provide us a comprehensive view of their experience. This data driven approach empowers us to make informed decisions that not only enhance our processes and the overall living experiences of the residents at a CAF Community, but it also allows us to promptly address any concerns that may arise. These insights are valuable and help us identify both our strengths and areas in which we can improve.

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

**A:** I really love the Verified Resident Program. It has enhanced our online reputation by allowing us to gather genuine reviews from residents who have lived in a CAF community. This builds trust with potential renters and really helps improve our online reputation, positively impacting our company's leasing efforts across our portfolio. I do think it is worth noting that year to date, we've gotten over 1,700 positive reviews that we can attribute to the VRP program.

### **Q: What has been the effect of the epiQ Index on your business and how does your company use it to evaluate the performance of your communities' online reputation?**

**A:** The epiQ Index has had a substantial impact on our business as it serves as a comprehensive measure of our communities' online reputations. It helps us track performance, identify any trends, and gauge the effectiveness of our resident satisfaction efforts. This data driven metric guides our decision making tools that help us continuously improve our online reputation, which in turn, attracts more residents.

**Q: What process or goals do you have in place to ensure thoughtful and timely review responses across your review platforms?**

**A:** To ensure prompt and thoughtful responses to all of our reviews, our senior leadership and property management teams, including myself, receive notifications for both positive and negative reviews and we aim to respond to these within 24 to 48 hours, which aligns with our commitment to exceed expectations. We express gratitude for the positive feedback that we get and we drill in on the negative reviews and work to ensure that we can improve that person's experience with us.

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

**A:** The SatisFacts and ApartmentRatings Education team is absolutely phenomenal. I appreciate working with people and organizations who have real life experiences in the apartment industry and the SatisFacts team perfectly fits that because of their on-site background. The education team has been a valuable resource for us in achieving our resident satisfaction and online reputation goals. They provide insights, best practices, and training to enhance our resident feedback strategies helping us to effectively manage our online reputation in an evolving feedback landscape.

**Q: What is one eye opening thing you've learned about your residents using the SatisFacts surveys?**

**A:** One eye-opening discovery from the SatisFacts surveys is how much our residents actually appreciate being able to have the opportunity to share their feedback with us. If there are community enhancements that need to be done or things like that, residents like sharing that information with us with the result of our teams actually acting upon it. Similarly, one of the things our teams really love about them is that the surveys provide a way for residents to proactively share either positive or negative feedback. Surveys provide an avenue for residents to share their negative experiences with us before going straight to Google or leaving a negative review online, which gives us time to try to combat the issue and fix what they need fixed to prevent that from being negative feedback shared online.