

Client Success Q & A

Since 1976, J.C. Hart has been a leader in the development, construction, and management of luxury apartment communities in Indiana and the Midwest with a Purpose to “Make your home an enjoyable living experience.” Their success in this purpose is reflected in their consistent national resident satisfaction and online reputation awards.



Erica Thompson
Director of Marketing

Q: Congratulations on your SatisFacts Resident Satisfaction Award. In your opinion, why is it important for companies to have a customer feedback strategy?

A: I would say a customer feedback strategy creates a high level of brand loyalty. It shows integrity with the company and it assures that the customer will get their needs met because the company cares.

Q: How does your team utilize SatisFacts Insite Survey feedback to evaluate performance and how has it been useful in decision-making processes?

A: Our maintenance department is very reliant on our Insite survey results. They create KPIs and utilize the action plan worksheet provided by SatisFacts. If they're under a 4.62 threshold in the Insite Trend report, then they use that worksheet to actively work to increase those scores. Our property management and marketing team also look at the Pre-Renewal survey results to dig further into how we can get a clear picture to increase our scores and retain more of our residents at renewal. For example, we're actually getting ready to customize our survey a little bit more to increase our questions on community amenities.

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

A: It helps in creating a sense of integrity. Google is kind of like the wild, wild west and so with this verified review system with ApartmentRatings and SatisFacts, both our teams and our prospects know that these reviews are legitimate and they're relevant to their renting experience with our company. Google is a great tool and what we've noticed is that these ApartmentRatings scores are now present on Google My Business pages, which is just another platform that's really upfront and we can showcase those scores that are very reliable.

Q: How does your company the eIQ Index to measure and evaluate the performance of your communities' online reputation?

A: It's been great to be involved with such a reputable company like ApartmentRatings and SatisFacts. It's allowed us to legitimately brag on our online reputation in a scalable and tangible way in our market. We're proud to say that we are topping the charts and so with things like badges we were able to display that and brag across our website to share our beautiful awards.

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

A: We've recently changed our job roles here at J.C. Hart to make each role more dedicated to specific tasks. That goes for leasing but also for resident experience. We're currently putting together some strategies and incentives for resident experience specialists and our resident experience managers to respond to all incoming reviews in an even more timely manner and to make sure we have our response rate at 100%. We've also had several training sessions on how best to respond to reviews, for example, having customizable templates. We've also been very keyed into SatisFacts and ApartmentRatings' best practices. They do a great job of creating a criteria of under two days in order to ensure that A+ for your response rate and so we use this rule across all of our platforms, not just ApartmentRatings, but things like Google as well.

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

A: I can't give enough praise to the Education team. At J.C. Hart we have weekly training sessions every Thursday morning for any group depending on what the topic is and that topic changes week to week. ApartmentRatings and SatisFacts has been able to be a part of many of these sessions. The response is always so prompt and positive and then on top of all that we always walk away with action items, as well as a deeper understanding of the platform itself. I've personally taken many walkthroughs of the platform with our account managers and the education team and have always found some aspect that I didn't know existed or a new way that I can utilize something that I knew was there.

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

A: A pre-renewal survey question asks about sense of community. We noticed that there was a lot of inconsistency with the answers or that the question wasn't being answered at all. We recognized that it might come down to the fact that people taking the survey didn't really know what that meant. We were able to work with the team at SatisFacts and ApartmentRatings to alter the question a little bit. Instead of it just saying, "rate the sense of community you feel," we added (feels like home), helping to clarify what "sense of community" meant in the context of that question. With that slight change, we not only saw the response rate of that question increase, but we were able, and are continuing to be able to, dissect the results to add more of a sense of community for our residents. We're continuing to prune and look through survey questions to make minor changes that allow us to get the most concise answers possible in order to create action items based on them.