

Client Success Q & A

Learn how industry leaders like Hankin Apartments 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.



Becky Reeves
VP of Operations

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

A: Customer satisfaction is our guiding light at Hankin Apartments and the SatisFacts program has given us a systematic way to gain direct feedback from our customers throughout their journey with us. It is vital to have a pulse on what our customers are experiencing in order for us to continue to grow and serve them properly.

Q: How has the ApartmentRatings & SatisFacts program helped your company to achieve your resident satisfaction & online reputation goals?

A: It is such a one stop shop platform that allows us to see all of our communities in one place and make sure they are getting reviews/feedback. Customer reviews/feedback are vital in today's market and the ApartmentRatings ePlQ program has gotten us an incredible increase in resident responses. We want to hear from our residents and this system has allowed us to do so in an organized, simplified way.

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

A: We were surprised to see how many residents utilize the survey function. When we first implemented it, we were worried that most residents would opt out, but we couldn't have been more wrong! We have received an incredible amount of responses and we think it is proof that our residents want to be heard. The surveys are a wonderful opportunity for residents to share their experience.

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

A: The verified resident program helps our communities build a more authentic online reputation by showing these are our residents sharing their own personal experience. Being able to see an actual resident's experience is what will set our communities apart from the competition.

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

A: We have an internal team member that makes it part of their job duties to respond to all reviews in a timely manner according to the statistics that the SatisFacts education team has provided regarding the expectations of our renters. Crafting unique responses to each review makes such a difference and shows our potential residents that we listen and see what they are sharing with us.

Q: What has been the effect of the eIQ Index on your business?

A: The eIQ index has done a great job in helping Hankin Apartments build our stellar reputation. We love that ApartmentRatings sends out their top eIQ communities list on a monthly basis because, as I mentioned, customer satisfaction is critically important to us! We are able to ensure that our residents are heard and we love sharing our scores. It has allowed us to show that our residents are the most important part of our business model and without them we wouldn't be where we are today.