

Client Success Q & A

Since the company was established in 1953, the #1 goal of Otis Warren Management has been to exceed customer expectations with outstanding service and integrity. We are grateful for our partnership in helping Otis Warren Management continue this legacy in providing exceptional resident experiences and showcasing this through their award-winning online reputation.



Otis Warren
President of Otis Warren Management

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 think it's important to have a customer feedback strategy because it helps with resident retention and it helps the residents feel empowered when they can give feedback. It also helps our management company see how we're measuring up.

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

A: ApartmentRatings actually replies back to our positive reviews for us and that helps take the task away from us. They always have authentic reviews when they're responding. We can also respond back to the reviews and I typically do that when there's a negative review. I always respond back to that review and typically I know exactly who that person is and how to respond back to it.

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

A: I think the program has helped because prospective residents are really impressed when they see our verified resident reviews. They can see that we have an A+ score and within the city we are ranked number three, so I think that really helps our reputation. We hear it a lot when people call; they tell us how our reviews are and so we get that feedback immediately. People technically know more about us before they call and I hear that's called the zero moment of truth. Because of the internet, people know a lot about you before they talk to you. So those resident reviews help prospective residents feel confident that they can possibly move to a nice place.

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

A: One eye opening thing that I've learned about the surveys is that it's typically a lot of the same residents that will complete the surveys. Some residents won't do them, but the residents that do will verify who they are so you can call and thank them for their surveys and their comments. On the rare occasion when there is feedback that is not as favorable, you can call them and you can help rectify that situation right away.

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

A: The eplQ score has been very helpful. We have a very low vacancy rate and the eplQ score has played a role in that. We've always had an A+ eplQ score, so we continue to aim for that A+. We haven't had anything lower than that and we always aim to exceed our customers' expectations. Seeing that A+ really makes us want to aim to continue to have that high score.

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

A: Before we got started with SatisFacts services, they told me that if our customer service is good, we will continue to have good ratings - and they were correct. I was a little nervous at first to start pushing the reviews from the surveys because it would go right into our online reviews but for the most part they've always been very positive and helped our score increase. We're ranked number three in the city. We've always had A+ eplQ scores and before we started with SatisFacts & ApartmentRatings, we didn't have that ranking. The education team gave me confidence that if we continue to have good customer service, we will continue to have good reviews.