

Client Success Q & A

Learn how industry leaders like SYNC Residential use the resident feedback and online reputation solutions provided by SatisFacts & ApartmentRatings to achieve their resident satisfaction goals, improve portfolio performance, streamline processes, and improve their bottom line.



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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 for every multifamily company to have a feedback strategy because it helps you to be successful in the industry. We were able to create an internal management refresher course alongside SatisFacts for all of our team members to help them learn more about the surveys for their personal development and performance.

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: We encourage all of our property and assistant managers to review the emails as they come in. Along with our performance plan, we also encourage them to go in at least once a month, review their dashboard, and use the action plan quarterly in order to set goals for the team and overall community improvement. It helps us at the executive level to see trends within the communities and determine where our focus needs to go, as well as where our employee training needs are. It also gives us a chance to recognize our team strengths. We love to do shout-outs when our teams are performing well and positive feedback comes in. Of course, when concerns come through and a survey comes back a little bit more negative, it gives us a chance to communicate with our team members to help mentor and guide them to further strengthen the relationship with the residents.

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

A: Since we have the performance plan built and catered around the SatisFacts dashboard, it really helps us promote the SatisFacts surveys. We give all of the printed collateral to our on-site teams, as well as provide additional training on how to use the dashboard so that they're empowered and comfortable promoting it at the leasing stage, move-in stage, and forward. I feel like that helps the residents know there is a place to share feedback, not only with the on-site teams, but also on a corporate level. When there is an issue, they know they have several outlets on how to reach our team and how to provide us with feedback, so they feel comfortable in their communities. Then when they do go to the online platform, they're really just focusing on that positive interaction because we've provided all of these useful outlets for them to share their feedback.

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

A: This is one of the things that I love the most because even though I'm a part of the marketing department, I'm also the resident retention specialist. I manage our online reputation. We've taken that off of the on-site teams and sent it to the corporate level to help centralize that process. Whenever surveys and online reviews come in, I am very hands-on with monitoring all the activity and I respond to all of reviews while also getting a chance to work directly with the property managers. When positive reviews come in, I get to shout-out team members and share that with our executive and on-site teams. I am the one that is responding to all of those with the help of the property managers to make sure that we're providing authentic responses. When negative reviews come in, I take that data and incorporate it with our surveys and work with the property managers on how we can improve. Bringing the process to the corporate level helps streamline that customer service aspect with the on-site teams to give them a chance to focus on the day-to-day tasks.

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

A: In the beginning of 2022, I really felt comfortable with the SatisFacts dashboard and the surveys. I learned how to use the Exchange dashboard to its full potential. We then created our SYNC performance plan around the SatisFacts Exchange dashboard. From that, I spoke to the executive team, the regional managers, and the vice president and explained my idea for implementing our performance plan in order to get their buy-in. With the SatisFacts dashboard, the survey feedback, and the performance plan, I was able to create a roadmap which was broken down into quarterly goals and accomplishments that we wanted to see moving forward into 2023. It has really helped us see where we were and where we're going. We're able to look at the bigger picture as well as utilize the well-rounded survey and review data to break down into more realistic goals, which helps our on-site teams focus. It has really streamlined our process for a better understanding of how we can utilize all our surveys to improve our overall portfolio performance.

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

A: The teams at SatisFacts are always super helpful. I love that they host a biannual performance review. I think it's good when our teams are all talking about the same ideas, the same goals, and the same vision in the multifamily industry. The education team speaks that same language and reiterates those same goals. They share national standards for the multifamily industry, anything that's changing, and things to be on the lookout for. They attend the same conferences, such as Houston Apartment Association, and have the same network and vision as we have, and that all just creates a partnership that is super supportive to our team.

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

A: It amazes me how different the industry is compared to 10-15 years ago. I love seeing how much more educated renters are now than they were before. An apartment used to be just that - their apartment home. Now they know more about the property management companies, they ask more questions, and they provide more feedback. With the surveys, it shocks me to see how detailed they are when providing feedback. They don't just rate us, they provide a lot of additional feedback - almost like they're homeowners. They tell us about the landscaping, all the little nooks and crannies - things that you wouldn't typically think people pay attention to - but they do. They're more educated and more involved in their community because they're home more often and I love seeing that feedback and ownership of their communities.