

## Client Success Q & A

Learn how industry leaders like Thomas Wynne 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.



Cathy Lockyer Moulton  
President

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

**A:** The residents really enjoy seeing that their property has been an award winner for a couple of years in a row now. It's built a lot of community pride. It has also helped prospects to feel comfortable and to feel like the property is worth investigating a little bit further, so it has decreased our vacancy by 30%. It has also helped our resident retention since we've implemented the SatisFacts program, and all of that goes to the bottom line in real dollars.

Additionally, the performance reviews with the education team have really helped us to better understand new aspects of the system, and they may not always be new aspects but they're new to us. Our level of understanding only improves every time we have one of the educational reviews. They've really helped us to understand the bigger picture and to make better use of SatisFacts.

### **Q: How does your team utilize SatisFacts survey feedback to evaluate performance and how has it been useful in your decision making processes?**

**A:** Our entire team gets together every single month to review our ratings and the feedback that we've been given by our residents, so that we can all work as a team to determine how we're going to work collaboratively to respond to our residents' requests. Additionally, every week our leadership team meets to talk about various issues and we have incorporated the feedback from our SatisFacts surveys to guide us, to let us know the issues that our residents are thinking about and to determine our next priorities and goals.

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

**A:** I think it's been really important for our residents to understand that there is a vehicle by which they can give us the feedback that they need us to understand. They feel that they have a better voice. Residents have always felt like they did not have a voice in the process of renting in their homes and the quality of life in their homes, but these surveys have been really important to give them a voice, to help bridge that communication gap. Some people don't want to feel like complainers, they don't want to come into the office or call in or send that email, but the survey gives them a little bit of a buffer by which they can be more candid with us. And it helps us because we are able to review that candid feedback and respond to it very quickly, helping build trust with the residents.

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

**A:** When we are doing our day to day operations, we don't see many residents in common areas or hallways, and so our perception was that the residents wanted to be private and that their apartment was their refuge from the outside world. SatisFacts surveys have helped us learn that our residents want community. They want different opportunities to get together. Not just in resident events; they want book clubs or gardening clubs, they want to talk about the environment, they want to learn from each other about some of the historical knowledge that they have from their professional lives over the years. For example, we have someone who was a concert violinist and someone who was rescuing sea lions for 10 years, and they want to hear about those experiences from each other. So that was incredible for us to learn and it has helped us to implement new community programs for the residents that really don't take a lot of our effort. We nominate community leaders who live with us and then they take off and run with those and it's been a really positive experience.

**Q: What are some best practices you have implemented to help support receiving online reviews?**

**A:** Having SatisFacts as a benchmark for us has helped us to stay much more in regular communication with our residents. It helps us make sure we are doing the work on a steady basis throughout the year to make sure that our residents are giving us positive feedback. Probably the best practice that we have implemented is reviewing our satisfaction rating every month with our entire team. Everyone. And that way everybody understands the specific role in helping us to achieve great scores year after year and month after month. And it's been really affirming for the entire team - they get immediate feedback on their performance and they talk about how they can help to improve the property's overall score, so it's been very good for both sides. And I would also add that it has been very affirming for our residents because they see us responding in real-time. If we get a couple of surveys that tell us that they would like more resident events, we are able to respond quickly and they recognize that we are truly listening to what they have to say.

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

**A:** I love that all of the reviews that we have on ApartmentRatings are verified residents. It helps to establish a lot more trust with our prospective residents, many of whom we have from overseas. They don't have the opportunity to come to our market to look at the apartments before they choose an apartment that's best for them. So they're relying on the verified resident reviews to make sure that they are renting an apartment that other people truly like. Through being able to build that bond of trust before we ever get to meet someone in person, it has helped us rent apartments faster.

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

**A:** eplQ has been wonderful for us. Honestly it's instilled a lot of pride with our existing residents. That has come up in our resident events. It also builds trust with our prospective residents before they come to the building. They want to use their time wisely, especially if it's a relocation. They want to make sure they're going to a property that has all of the appearances of being a good fit for them. So they check those ratings to make sure that they're investing their time wisely.