

Client Success Q & A

Trilogy is a multi-award-winning real estate investment, development, and management firm with over 20 years of owning and managing multifamily communities. Their commitment to upholding the highest standards of service in their residential communities is reflected in their consistent national resident satisfaction and online reputation awards.



Danielle Bennett
Operations Manager

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

A: Honestly, the more I think about having a feedback strategy with our company and being able to all be on the same page, as a company we're working with people and where they live so having the ability to tell us what they're thinking, what's going wrong, what's going right, helps our entire group be able to stay focused, stay on the same path and give our residents the best possible time in their home and really make it their home.

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

A: As far as our team goes, we have all of our community managers and regional managers looking at SatisFacts and our reviews daily, and we have a whole team that goes through the processes and they have the ability to see what's being said and how our residents are reacting - whether that be positive or negative. When we get certain shout outs and when we see certain people constantly being mentioned in the reviews as having a positive attribute, that does help us know where we are potentially going to put them in the future.

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

A: I think having the Verified Resident Program has been a huge improvement for all of our communities as a whole. Knowing that something's coming from someone who does live in the building helps us know this is coming from someone who really has a stake in the game. They want the best for where they're living. We're able to then go back to the resident and we're able to make sure we're engaging and knowing what they need and what they want.

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

A: I think the eplQ index has really helped us see where we sit amongst some of the communities around us and some people who are doing the same as we're doing. It always makes us strive to want to do better as a group and a community as a whole. We always want to strive to be the best and so seeing those scores and seeing where we can do better and improve helps us steer our education and things like that to how we can be the best in the business.

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

A: Currently we have a team of three people who oversee all of the reviews. We look at them daily in the morning and afternoon and then we connect directly with each of our site team members so that we're able to discuss with them if there's a negative review. We're able to review what has been done with this in the past, what we discussed with this person who is living on the property, and then we're able to create a thoughtful response that makes sense and addresses their points along with sharing what has been done and what we can do in the future to make sure that their living situation is the best it can be.

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

A: I love having access to the education team. I think it's a huge aspect of how we've gathered information and how we've been able to put it out to our teams in a tangible way and share with them some ideas that we may not have had as a group that can help us get the best responses and best reviews for our communities from everyone who's living at them.

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

A: One thing that was very eye-opening about using these surveys is what people are willing to tell you from behind a keyboard as opposed to what they're willing to come down and talk to you about. We found major issues that weren't issues at all and we were able to directly deal with those and create a really great environment, not only for our team to thrive in but also all of our residents in the community. We love being able to get feedback from people who may have been afraid to come and talk to us. It opens up clear communication and from there, they're able to come in and talk to us and feel like we do have their backs and we are listening to them. I think that's been a really great experience.

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Girish Gehani
Chief Operating Officer

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 very important to have a customer feedback strategy within our operating policies and procedures in order to gain insight into how we are performing for our customers.

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're consistently looking at our Insite survey reviews on a daily basis. We like to zoom out on a quarterly basis to understand, sort of holistically, how we're performing and utilize that feedback that we're getting from the Insite surveys in order to educate our team and improve our overall operations.

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

A: The Verified Resident Program has been incredible. I think the integration between SatisFacts and ApartmentRatings has been a huge value add for us. The ability for residents to take their survey responses and push those on ApartmentRatings as a verified resident is extremely important to us. I think those reviews are authentic and often give us some incredible insight into how we're performing.

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

A: The eplQ Index has been incredible for us. We're very proud to be measured and included in the top 250 list. We utilize the eplQ Index for investor reporting for our quarterly reports and internally for recognition awards as well. It's truly been a great addition within the SatisFacts and ApartmentRatings infrastructure and it has benefited us significantly.

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

A: We currently strive to respond to reviews within 24 hours, but ideally we're responding as soon as those reviews come in. We do use a third party platform to help us complete those tasks, but our team is heavily involved ensuring that the appropriate response is given to each of those reviews

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

A: The SatisFacts and ApartmentRatings education team has been instrumental in helping to educate our teams, set goals, and improve our overall ability to service our customers. The insight that we get from those reviews with the education team has been truly valuable.