

SUCCESS STORY

Strategic Decision-Making Starts With Actionable Insight



How CenterPoint Properties transformed tenant engagement, improved customer service, and enhanced operational efficiency with Grace Hill.

OVERVIEW

CenterPoint Properties is a leading industrial real estate developer and manager, overseeing complex challenges for companies and government organizations in all regions across the United States. It specializes in acquiring, developing, and managing modern industrial facilities strategically located near major transportation hubs, ports, and densely populated areas within key industrial markets. This focus ensures its tenants have prime access to critical infrastructure for efficient logistics and distribution.

CenterPoint goes beyond simply providing space; it prides itself on being a trusted partner for its clients. Its approach involves empowering its teams to tackle complex challenges and embrace innovative solutions. They foster a company culture that encourages unconventional thinking and capitalizes on stable financing to maintain a flexible and entrepreneurial spirit. Ultimately, CenterPoint strives to be a valuable asset to all stakeholders, including brokers, tenants, investors, and the communities it serves. Its commitment extends to environmental responsibility through fostering better logistics and operational innovation.

One of the keys to its growing success and initiatives is Scott Zimmerman, Chief Information Office and Chief Marketing Officer, who is responsible for all of CenterPoint's business processes, branding and corporate marketing initiatives, and IT operations, such as programming, networking, cybersecurity, help desk, mobile, and more.



CenterPoint

COMPANY PROFILE

- CenterPoint Properties
- **Industry:** Industrial (Warehouse, Logistics Facilities, Container Yards, etc.)
- **Unit Count:** 400+
Headquarters: Oak Brook, Illinois
Years in Business: 30+
Number of Team Members: 135

CHALLENGE

Before adopting Grace Hill KingsleySurveys roughly 10 years ago, CenterPoint Properties relied on another industry solution to gather tenant feedback. However, the limited data and insight it provided no longer aligned with its efforts to improve tenant satisfaction.

Along with Scott, CenterPoint's CEO, Bob Chapman, who was familiar with KingsleySurveys, drove the decision to seek a new solution. Recognizing the potential benefits of a more modern and comprehensive approach to tenant feedback, it decided to reach out. This transition marked a significant step forward in CenterPoint's efforts to improve customer satisfaction and operational efficiency.

SOLUTION

In response to its need for enhanced tenant engagement, the company implemented KingsleySurveys in 2015. As with any implementation process, there was an initial time investment. However, the CenterPoint team found the transition to be straightforward and manageable. "Our previous solution was fine, but the Kingsley Index and admin portal have been really helpful for us in understanding our relative position in terms of customer service," said Scott.

Primarily used by its Asset Management team, the KingsleySurveys platform helps them:

- **Proactively address tenant issues.**
- **Develop strategy.**
- **Evaluate performance.**
- **Refine customer engagement approaches.**

Additionally, high-level results are easily shared with executive teams and the ESG group, which leverage the data for GRESB scoring.

A standout aspect of the solution has been Grace Hill's customer service team. CenterPoint leaders were looking for a "turnkey" experience, and Grace Hill delivered. Scott shares, "The more a product saves us time, the better, and in that way, the Grace Hill team has been great." Ultimately, it's a solution that allows its team time to focus on core business goals.

As a result, CenterPoint has adjusted its approach to tenant engagement. "Being in the industrial space, with a lot of triple net leases (NNN), customer engagement can look different than other sectors like office, retail, and multifamily," said Scott. "The insights from our KingsleySurveys data showed us that we should probably check in more regularly, and with some specific types of tenants, even more than that." So, it initiated a program to do so, aligning better with tenant needs and fostering stronger relationships over time.



RESULTS

With the implementation of the KingsleySurveys solution, CenterPoint can better track overall satisfaction, responsiveness, and renewal intention. While a direct correlation to revenue growth is challenging to quantify, Scott points to the widely held belief that quality customer service — which the Kingsley Index benchmarks — positively impacts tenant renewals and better rent.

“We think the investment in KingsleySurveys has been well worth it,” said Scott. “The quality of custom reports and presentations far surpass our previous solution, and without a survey solution like this, it would be impossible to see if we’re keeping up with our peers.”

The insight Grace Hill’s KingsleySurveys provides CenterPoint has become a valuable tool for maintaining best practices, improving customer service, and staying attuned to tenant needs.

The icing on the cake: Grace Hill’s people. The implementation process was a 5-star experience from beginning to end! “One of the things I love about KingsleySurveys is the Grace Hill people I get to work with,” said Scott. “From the ease of scheduling implementation calls and completing action items to our overall satisfaction with the implementation process and the level of knowledge the Grace Hill team provides, its support is top-notch — very friendly, but more importantly, responsive and helpful.”

For almost a decade, Grace Hill’s KingsleySurveys has been a partner in CenterPoint Properties' success.



Isn't it time you had data-driven insights to understand your tenants' needs?

Contact the Grace Hill KingsleySurveys team today to learn how you can boost tenant satisfaction and increase renewals.