

Customer Service is Dead...

(That's a lie we refuse to believe, and here's why.)

Online service requests. Online rent payment. Virtual tours.

With the increasing prevalence of technology, it might be easy to think renters don't need the same level of customer service that was once a standard in multifamily housing. You might even want to believe that customer service is dead.

But experts are now seeing shifts that may soften the market and change buying behaviors. As the multifamily market becomes more competitive, renters will be looking for increased value, better customer service, and additional options — and less willing to suffer poor treatment from their housing providers.

So before you decide that customer service is dead, let's look at the cost of poor customer service.



POOR CUSTOMER SERVICE: A CAUTIONARY TALE

The numbers don't lie; failing at customer service impacts your bottom line. Losing a resident equals lost revenue and a likely hit to your property's reputation.

LOSING A RESIDENT = LOST REVENUE

60%

of consumers say they have **stopped doing business with a brand** due to a poor customer service experience.¹

6-7 TIMES MORE COSTLY

To attract a new customer than to retain an existing one.²

79%

of high-income households **AVOID A BUSINESS FOR 2+ YEARS**³



LOSING A RESIDENT = POOR REPUTATION

A SINGLE NEGATIVE ONLINE REVIEW

can cost the average business an average

LOSS OF 30 CUSTOMERS⁴



95%

of customers share bad experiences with others,

54%

share bad experiences with 5+ people, and

45%

share negative reviews on social media.⁵



HOW IT ALL FALLS APART

It's usually not one thing that drives a renter away but rather a confluence of negative encounters that lead to a poor customer experience.

THE TOP 4 BEHAVIORS THAT DAMAGE TRUST AND DRIVE RENTERS AWAY



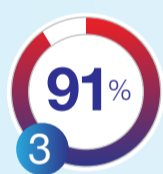
1 Lack of Employee Knowledge and Training

29% of customers **switch brands** or businesses because they are annoyed by a **lack of employee knowledge**.⁵



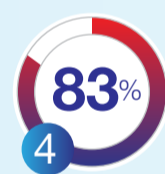
2 Being Rude and Unfriendly

42% of consumers **switch to competitors** because they are **put off by rude or unhelpful staff**.⁵



3 Not Being Honest

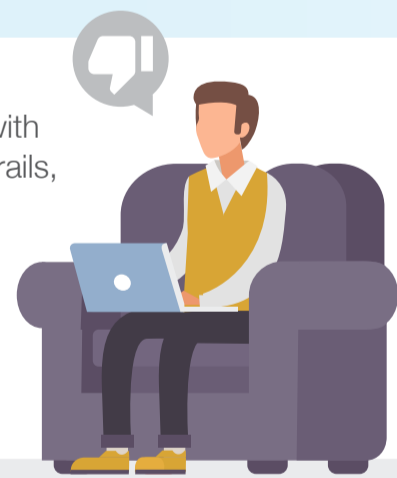
91% of customers **value honesty** in the companies from which they buy products and services.⁶



4 Unresponsive

83% of customers agree they feel **more loyal** to brands that **respond to** and resolve their complaints.⁷

The numbers make it clear — without proper policies and training (along with tools to respond to complaints), your customer experience can go off the rails, leading to lost trust, lost loyalty, and (most importantly) lost revenue.



THE CUSTOMER SERVICE CONNECTION

The good news: **Customer service, in fact, is not dead!** Customers' expectations are high, and with comprehensive tools and support from experts, you can build a culture around stellar customer experiences.

Did You Know? 80% of companies use customer satisfaction scores to analyze and improve customer experience.⁸

Excellent customer service requires a proper foundation.

1. **Start with clear policies and training about how your team should drive positive customer experiences.**
2. **Test those experiences with mystery shoppers and analyze customer survey responses; improve your policies and training based on the results.**
3. **Have a tool to respond to online reviews; this signals that the team is aware of issues and taking action toward resolution.**

Policies
set the standard for customer service and consistency.

Train
a culture of optimal customer service.

Order Mystery Shopping
to assess real-world sales experiences.

Resident Surveys
to analyze actual customer sentiments.

Set up an **Online Reputation Management** tool to manage responses to online reviews and analyze changes in onsite experiences.

Grace Hill Can Help!

Contact us today to learn how Grace Hill can partner with you to ensure you lead the industry in customer satisfaction.



1 Microsoft's 2016 Global State of Customer Service Report
2 White House Office of Consumer Affairs
3 Zendesk
4 Convergys Corp. study

5 New Voice Media
6 Cohn Wolfe
7 Khoros
8 Harvard Business Review