



Welcome

Turning Around a Negative Experience



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Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

The impact on your *business*

The key to *brand advocates*

How to *craft* a response

Final *thoughts*

NEGATIVE REVIEWS
ARE AN OPPORTUNITY
TO LEARN.

Thought #1

The impact on your business

6-7x MORE
MONEY



89%

*of customers stop doing business with a company
after a poor customer service experience*

55% of **CONSUMERS**
will pay more for a **BETTER**
customer experience.







Thought #2

The key to brand advocates

Embrace it for what it is

OPPORTUNITY

- Care. And meant it.
- Respond in real time
- Offer to make it better
- Make the extra mile



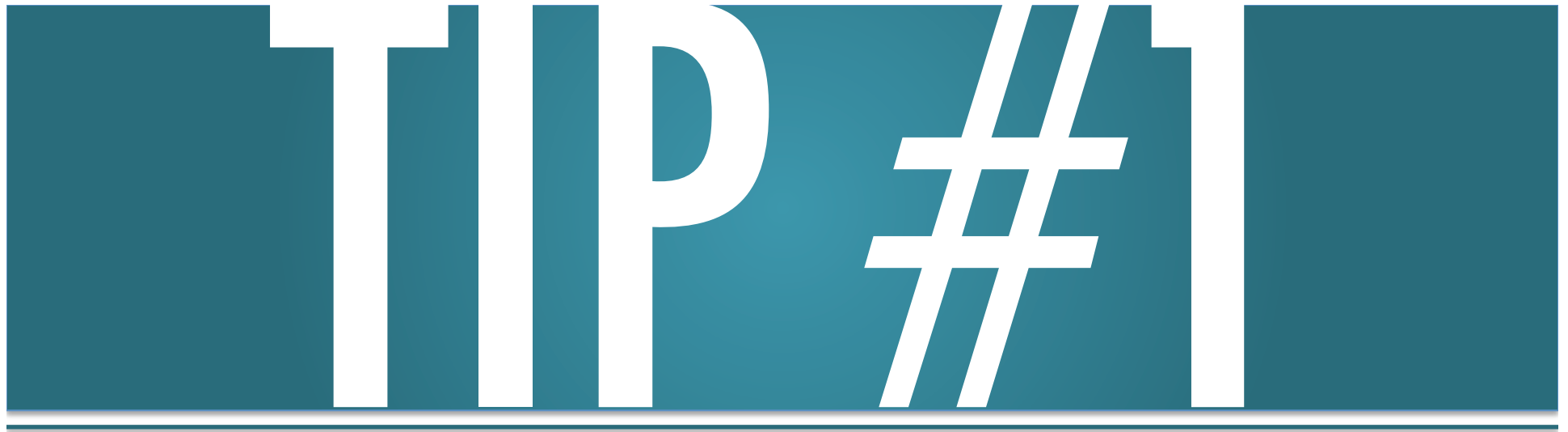
Continuously deliver

VALUE

Thought #3

How to craft a response





Be real and admit
your mistakes

WIP #2

Correct inaccuracies. Kindly.

WRIP #3

Highlight your strengths

WRITING TIP #4

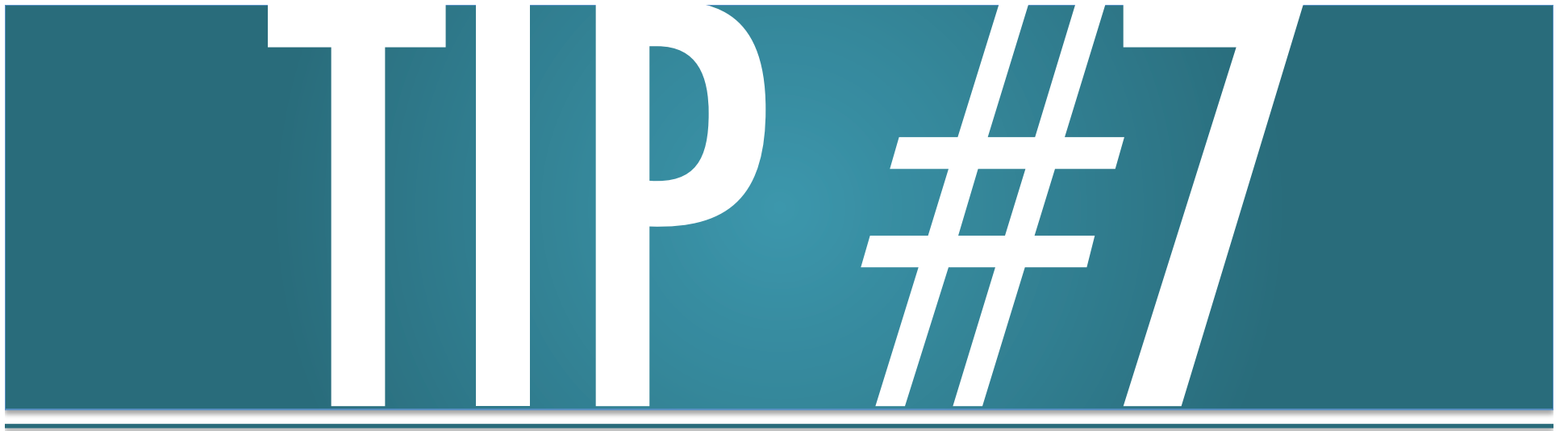
Write like a person IRL

WIP #5

Don't give up or
get frustrated

WIP #6

Ask loyal residents to
share their experiences



Be consistent



Thought #4
Final Thoughts

IT'S ABOUT YOUR
REPUTATION



You cannot give good
CUSTOMER SERVICE if your
employees don't feel good
about coming to **WORK.**

TAKEAWAYS

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SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
- 

Thank you! Want to learn more?

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rentersvoice.com
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Register at epmsonline.com

Upcoming Webinar



Overcoming Community Weaknesses

Thursday, July 23

1:00 PM – 1:30 PM CDT

Register at epmsonline.com