



The Customer Experience: Creating a Customer-Centric Organization

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NARPM National Convention 2015

- Why did Google beat Yahoo?
- Why did Facebook beat MySpace?
- How did Apple beat everyone?
- How is Uber upending the incumbent taxi industry?





About me



- Grew up in Roanoke, VA,
- Graduated from Randolph-Macon College in 2002
- MBA from VCU in 2005
- Lived in Richmond since 2003, bought my first rental property in 2006
- Started Dodson Property Management in 2007 and River Bend Property Services in 2010
- DPM now has 32 employees and manages over 2500 units throughout Central VA, River Bend has 14 employees





About me



- RMP in 2012, MPM in 2013 and CRMC in 2014
- Founding Member and President of Richmond NARPM Chapter in 2012-2013
- VA State NARPM President in 2014-2015
- Received ARM through IREM in 2010
- Served on Executive Council of IREM Chapter 38 for 3 years



Disclaimer:



- This is my opinion! There are a lot of ways to run your business. This is how I choose to run mine.
- You may not want to listen to any of this if you:
 - Want to keep your business small (bigger isn't always better)
 - Are retiring in 5 years or less (you want to maximize value now)





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My Definition of a Customer-centric organization:

- An organization that makes every decision with the customer in mind
- One that puts the customer's needs ahead of its own

This Presentation:

- Why create a Customer-centric organization?
- How to create a Customer-centric organization

The word "WHY?" is written in black, bold, uppercase letters on four overlapping yellow sticky notes. The notes are slightly offset to the right, creating a layered effect.The word "HOW" is written in large, red, 3D block letters. It is set against a background of many small, white, 3D question marks that are scattered across the surface.



- The customer is changing (along with the world)
- The competition is changing
- To build a company faster!
- Look who else is!

The Changing Customer

- Needy
- Entitled
- They want it now!
- Information travels faster (Internet, Social Media)
- Suggested Reading: “The Thank You Economy” by Gary Vaynerchuk



The competition is changing

- More tech savvy
- More competitive on price
- Franchises
- More of them



Build your company faster!

- PM companies are sellable! Build personal wealth – pass up a bigger paycheck now for a bigger paycheck later
- With growth comes exposure, with exposure comes growth (signs, SEO, more referring customers)
- With growth comes the ability to hire/delegate



**These companies put a lot of energy
into improving the customer
experience**



Quotes from Jeff Bezos, Founder and CEO of Amazon

- “Start with what the customer wants and work backwards.”
- “Your margin is my opportunity.”



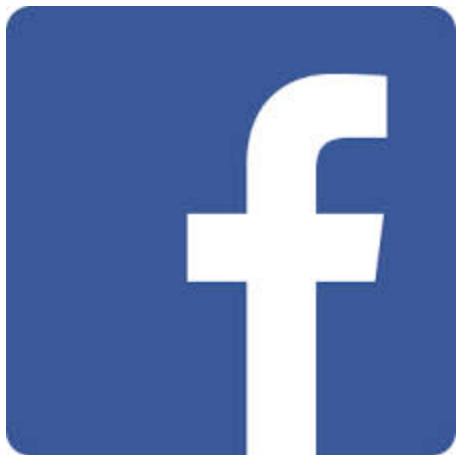
Why do we use Google instead of Yahoo?

- We get to what we want more quickly (initial breakthrough, faster internet, auto-fill)
- We have a better experience

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, green, blue, red).

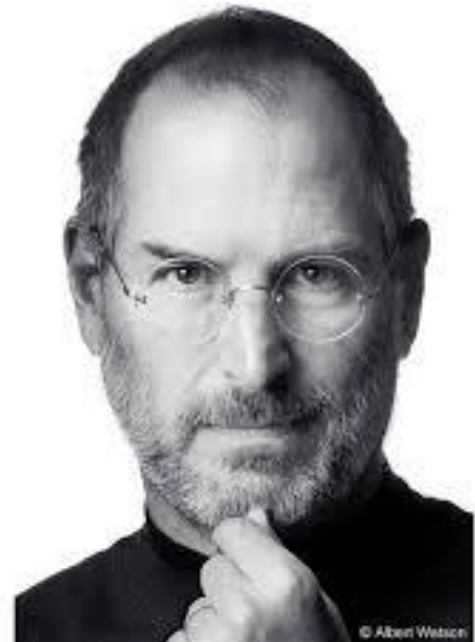
Why did Facebook beat MySpace?

- study how their customers' brain reacts when they click on "like"
- changed "deny" to "not now"
- Waited on ads



Why did Apple beat everyone?

- Huge emphasis on design, intuitive products, less buttons
- Control entire experience





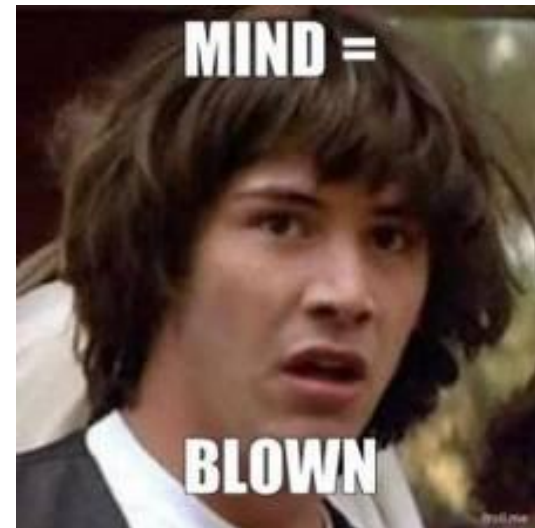
Paradigm shift

- “Me, me, me” vs. “the customer”
- “Fee, fee, fee” vs. “creating value”
- Think long
- Abundance vs. Scarcity Theories
- Customer Service vs. Customer Experience
- “Not everything that counts can be counted, and not everything that can be counted counts.” ~Albert Einstein

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"I'm afraid you've had a paradigm shift."



Abundance vs. Scarcity

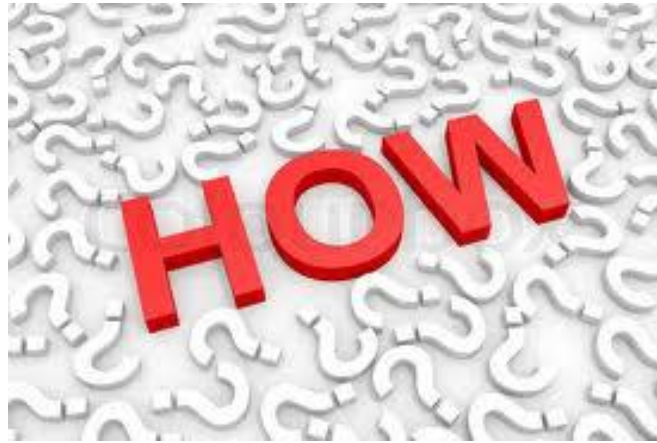
- Theory of Abundance: It's a big world out there with enough business to go around
- Theory of Scarcity: The world has limited resources (when I get a chance, I need to capitalize)
- Fee structure, coterminous, not letting clients out of contracts
- Suggested reading: "Free" by Chris Anderson



Customer Service vs. Customer Experience

- Many focus on what they are doing (customer service) and don't spend enough time thinking about how the customer is experiencing it (customer experience)
- Communication
- Ugly stuff
- Upholding silly rules





- Paradigm shift
- Decide you are
- Set a good example
- Build it into your Mission, Vision and Values
- Hire folks who fit into your culture

What creates the customer experience?

How I can I make it better?

- Aesthetics
- Processes
- Reputation

Aesthetics

- *Attire/higiene*
- *Logo*
- *Business cards*
- *Website*
- *Signs*
- *Office*



Who would you trust with your home?



Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes

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cookie: uses_vaseline_daily=every day;
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You can't find a car?



Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turrr'ed me dooon!"

Deborah Meaden - "Harrumph! I'm o"

HM GOVERNMENT
HEAD OF CREATIVE ON GOV.UK WEBSITE, SAYS:
"we have genuine lessons to learn from LINGSCARS.com"



CHARLES MORGAN SAYS:
"...perhaps I should get you to redesign our website, Ling?"

VIZ Ling is OFFICIAL VIZ ethnic business ambassador!

PX OLD CAR

CHEAP INSURANCE

Google Spider Food

View LIVE visitors: 43 online

Which office would impress you?



Processes

- PM Software
- Easy to find/contact
- Do your customers know who to contact and how?
- Communication (timely, pertinent, proactive)
- Maintenance surprises
- Fee Structure (easy to explain, easy to justify, easy to track)
- Disbursing money often
- Keeping promises
- Don't let things slip through the cracks, ever!
- Should deliver the same results every time like an assembly line



Reputation

- BBB
- Yelp, Google Reviews
- LinkedIn
- Fellow Agents
- Previous clients and tenants
- Competition



What You are Doing vs. What the Customer Experiences



Leasing



Leasing

- What you are doing:

Leasing

- What you are doing:
 - Taken pictures
 - Marketed
 - Received 12 leads
 - 7 showings
 - 2 applications in
 - Screening applications now
 - Hope to have it leased in next two days

Leasing

- What the Customer experiences:

Leasing

- What the Customer experiences:
 - Signed the agreement 2 weeks ago
 - Haven't heard back since
 - Neighbor told me no one has been by there
 - Just called my Property Manager and he didn't answer



Suggestions:



Suggestions:

- Set expectations at signing of PMA
 - I'll give you a leasing update every 7 days
 - If you call me, I might not answer, I may be showing your property, I'll call you back!
- Do what you say
 - Give them the update every 7 days, constantly setting expectations

Inspections



Inspections

- What you are doing:

Inspections

- What you are doing:
 - I inspect the property every 6 months
 - I notify the tenant if they are breaching the lease in any way
 - I am looking for long term maintenance issues (roof, etc)
 - I am making a punchlist of short term maintenance issues

Inspections

- What the client experiences:

Inspections



- What the client experiences
 - I haven't heard from my PM in two years
 - I get unexpected maintenance expenses every so often
 - My neighbor said my tenant has a dog, my PM never said anything about it
 - I have no idea how my house looks! I feel helpless!

Suggestions

Suggestions

- Set expectations at signing of PMA
 - I inspect the property every six months
 - I'll send you update pics from my inspection software after the inspection
 - If I see anything that needs attention now or in the future, I'll let you know
 - You may see a bill come through after the inspection, these improvements will save you money in the long run
- Do what you say
 - Take good pics, email them to owner
 - Notify owner before and after inspection
 - Communicate about maintenance issues
 - Ask if there is anything you need to look out for at inspections

In summary:

**GET
OUT
OF YOUR
HEAD**

janedoerecovery.com



Thanks for your time!

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