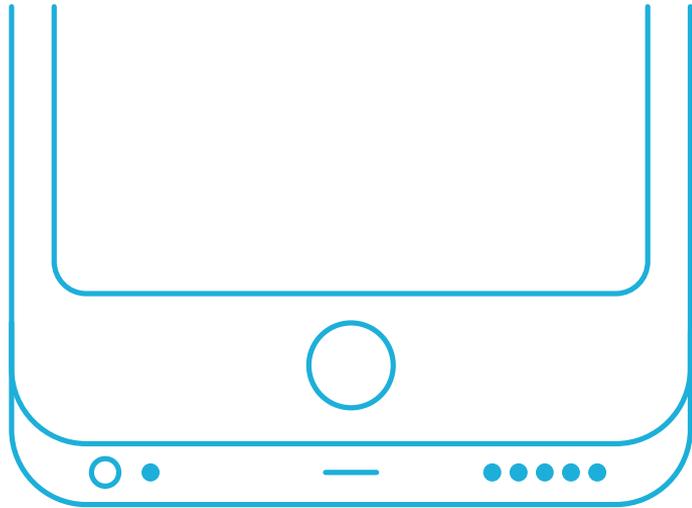


# UBER-IMPORTANT

Lessons For Property Managers



# HEARD OF UBER?



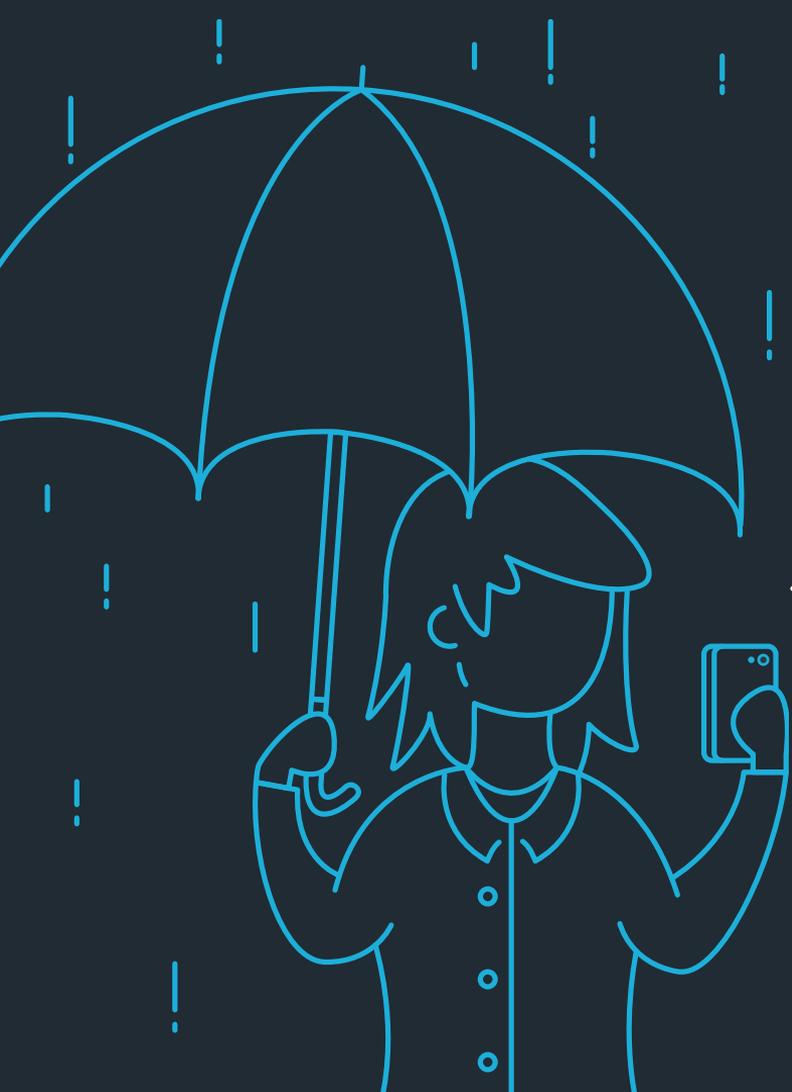
Uber is a tech company.



It operates an on-demand transportation network via a smartphone app.



It matches customers with car services.



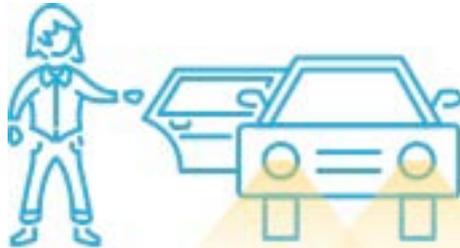
**“I NEED A TAXI  
RIGHT NOW.”**



Uber recognized that the average taxi customer was underserved and downright frustrated.

# “YOUR UBER IS ARRIVING NOW.”

Uber Has Transformed the The Expectations of the  
Modern Customer.



# WHY DO PEOPLE LOVE UBER?

## **IT'S FLEXIBLE.**

Customers choose their preferred service, from sedan to SUV to limousine.

## **IT'S ON-DEMAND.**

In just 3 taps on their smartphones, customers can have a driver on the way.

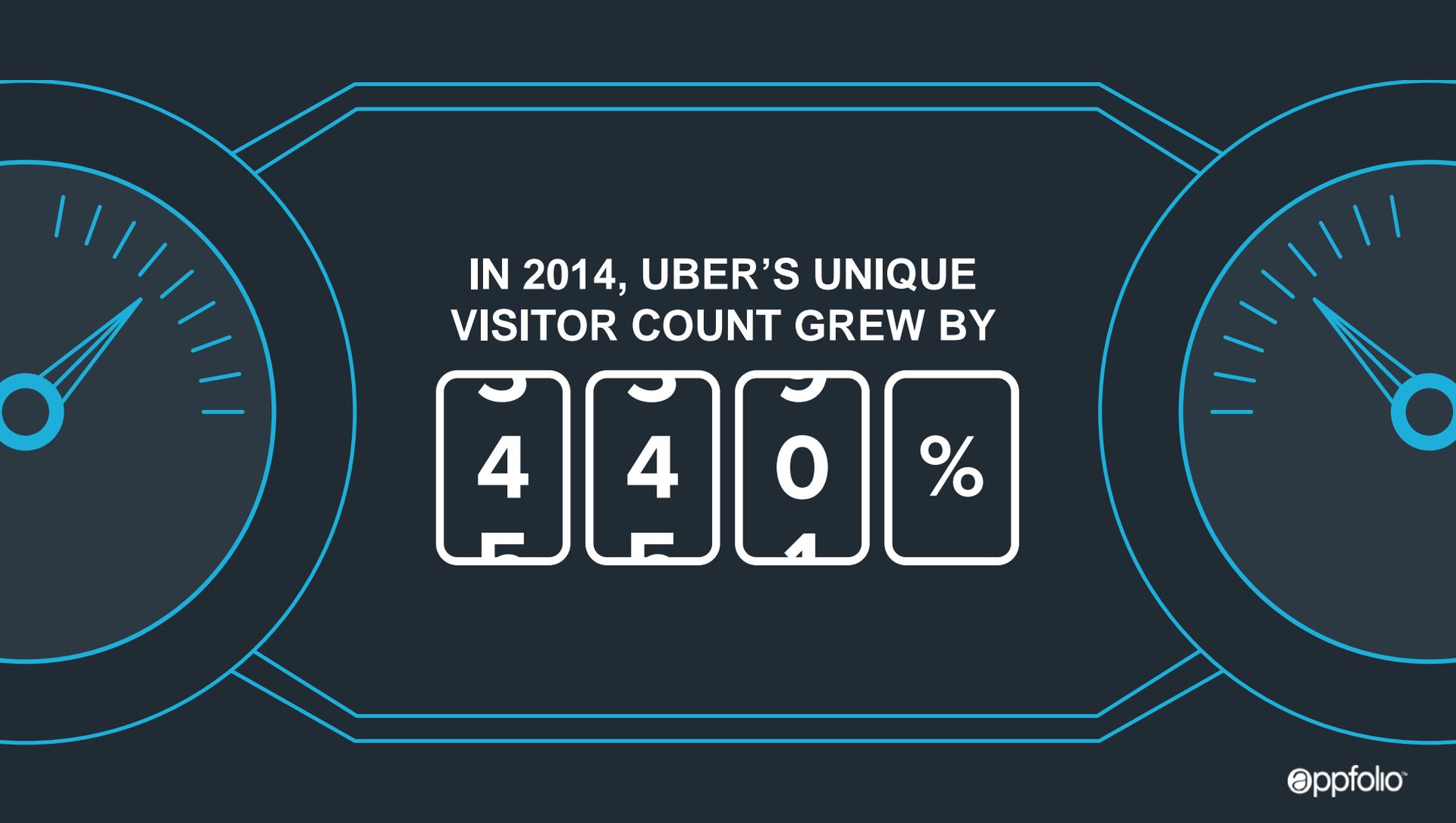


## **IT'S CONVENIENT.**

The customer is served immediately. You don't have to worry about anything, it just works.

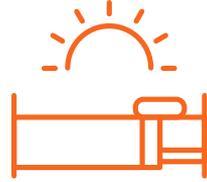
## **IT'S TRANSPARENT.**

Customers and drivers can rate their experiences, promoting a sense of safety and comfort.



IN 2014, UBER'S UNIQUE  
VISITOR COUNT GREW BY

4 4 0 %



# MORE UBER-GREAT SERVICES

Key players in the on-demand economy are setting the bar extraordinarily high in their respective industries.

## GOODS & SERVICES

Amazon has set the groundwork for what you might call the 'instant gratification economy.'

**amazon.com.**



# MORE UBER-GREAT SERVICES

## GROCERY STORES

Instacart's personal grocery shopper and delivery service targets its ideal customer base: tech-savvy cityfolk. Launching to customers in large metro areas on their preferred devices fueled weekly growth rates of 15–20%.

Instacart

# UBER'S CUSTOMER IS YOUR CUSTOMER.

(The Modern Renter & Owner)



ALWAYS  
CONNECTED



LOVES GOOD UX



TECH-SAVVY

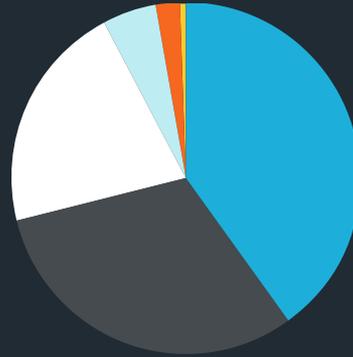


ACCUSTOMED  
TO INSTANT  
GRATIFICATION



NOT AFRAID TO  
SPEAK THEIR  
MIND

THIS IS THE UBER  
GENERATION.



THE UBER MINDSET  
APPEALS TO BOTH  
GENERATIONS X AND Y.

- 40% 25–34 years old
- 31% 18–24 years old
- 21% 35–44 years old
- 5% 45–54 years old
- 2% 13–17 years old
- 0.5% 55+ years old

**IN AN ON-DEMAND MOBILE ECONOMY,  
CUSTOMER SERVICE IS PARAMOUNT.**



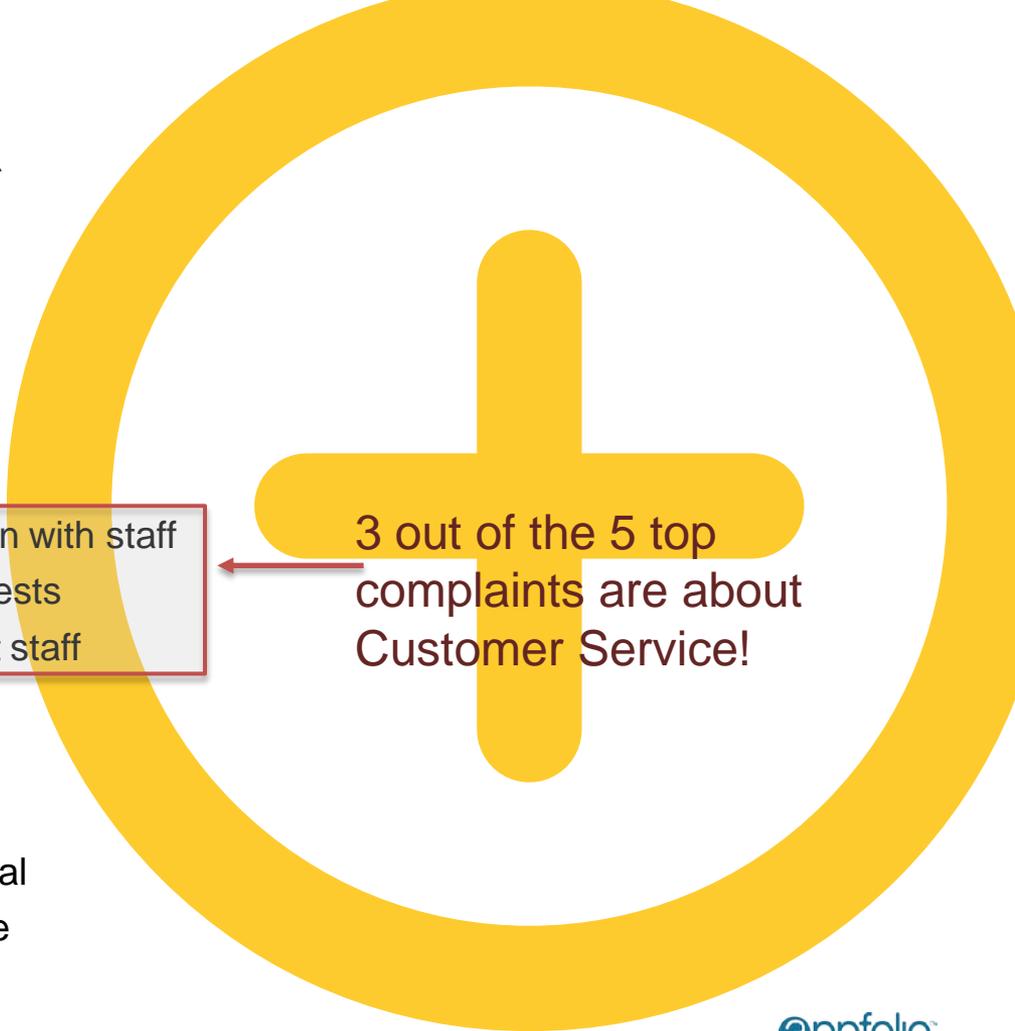
**GREAT SERVICE CAN BE YOUR  
COMPETITIVE ADVANTAGE**

**THE MODERN  
CUSTOMER  
EXPECTS MORE.**



# TOP 10 RENTER COMPLAINTS

1. Rental Rates
2. Poor grounds / common area upkeep
3. Disorganized staff / lack of communication with staff
4. Quality of response to maintenance requests
5. Overall customer service of management staff
6. Quality of parking / parking availability
7. Concerns over security / safety / lighting
8. Lack of upgraded amenities
9. Pets not on leash / poor pet waste removal
10. General lack of preventative maintenance



3 out of the 5 top complaints are about Customer Service!

**LESSON ONE:**  
MAKE IT  
RIDICULOUSLY EASY  
TO COMMUNICATE



# LESSON ONE: MAKE IT RIDICULOUSLY EASY TO COMMUNICATE



71% of the American population owns smartphones.

- **85%** of people ages 18–24
- **86%** of people ages 25–34

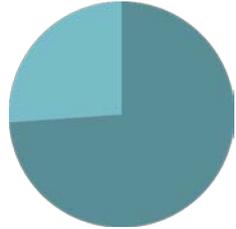


**These send them updates about everything from their meal delivery status to live feeds of their baby monitors to updates from their property managers.**



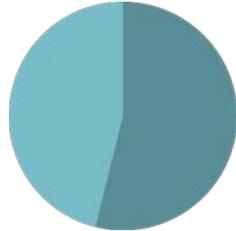
# THEY REALLY LOVE TECHNOLOGY (especially Millennials)

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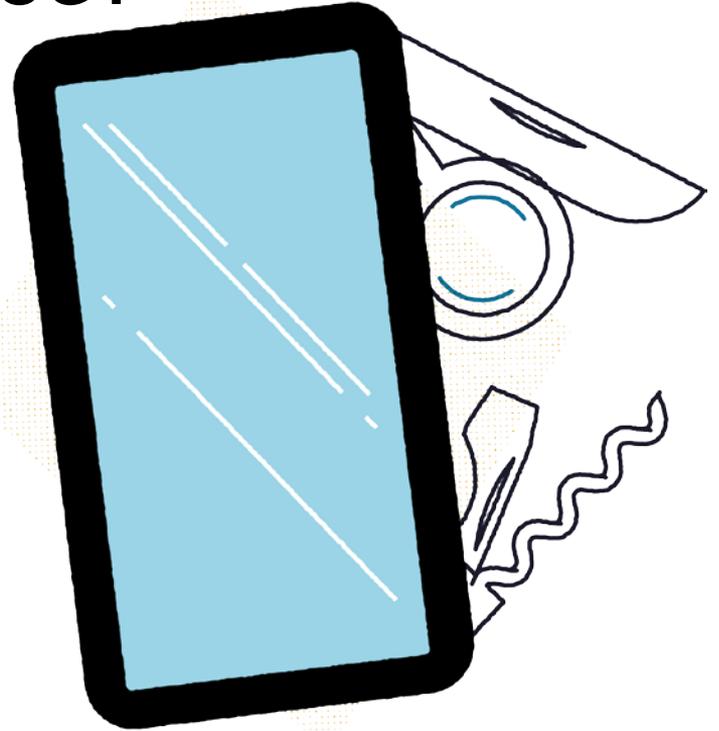
More than 74% of Millennials feel that new technology makes their lives easier.

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54% think new technology helps them stay closer to friends and family.

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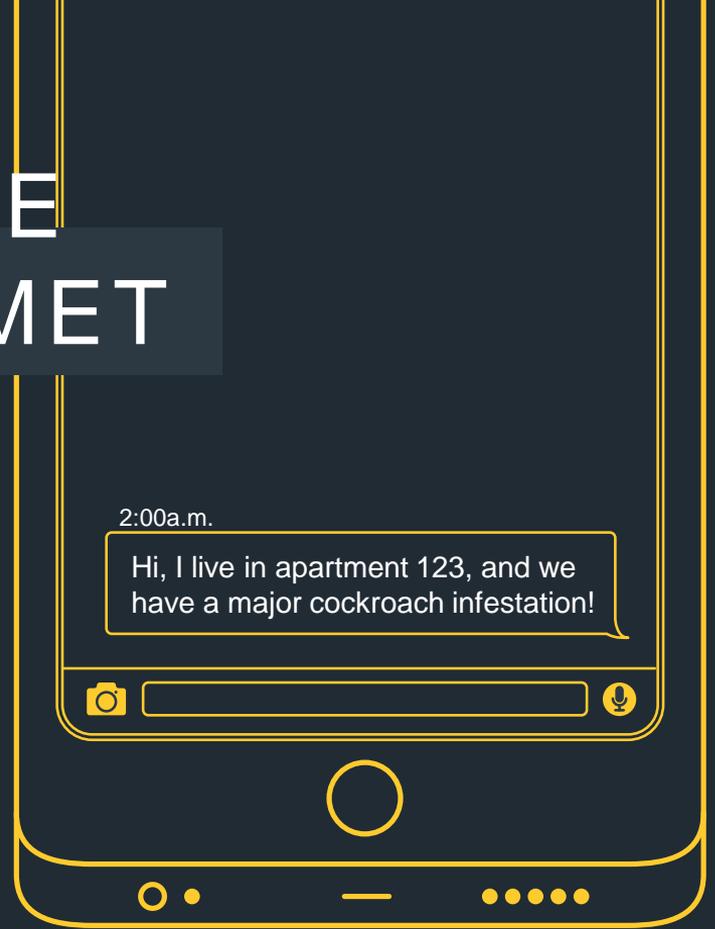


# MEET THE UBER GENERATION WHERE THEY WANT TO BE MET



## That's Online!

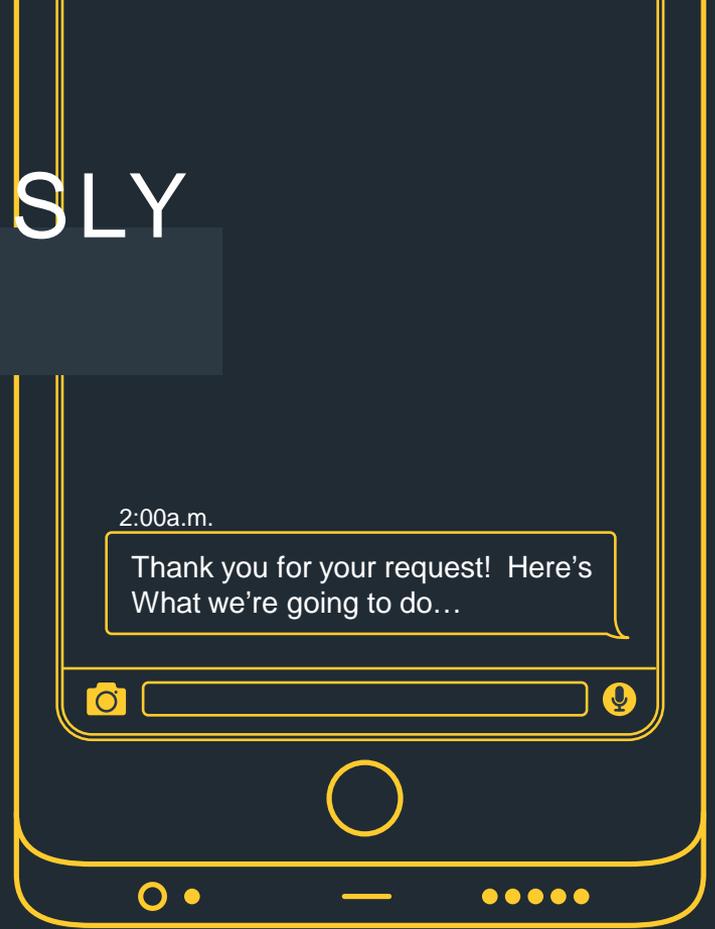
- The average person checks his or her phone every **6** minutes.
- That's about **150** times a day that you could interface with your customers.



# LESSON ONE: MAKE IT RIDICULOUSLY EASY TO COMMUNICATE



1. **Arm your team with a mobile device**
2. **Make it easy to reach you online**
3. **Collect Emails & Cell phone numbers**
4. **Vacancy postings with videos + photos**
5. **Online Applications + Leases**
6. **Computers in the Leasing Office**
7. **Set Service Level Agreements for Fast Response**
8. **Maximize Maintenance Team\*\***



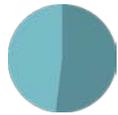
# LESSON TWO: GET MOBILE



# 1 in 5 Millennials are Mobile-Only Users

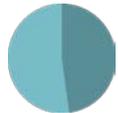
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4 in 5 Millennials own smartphones

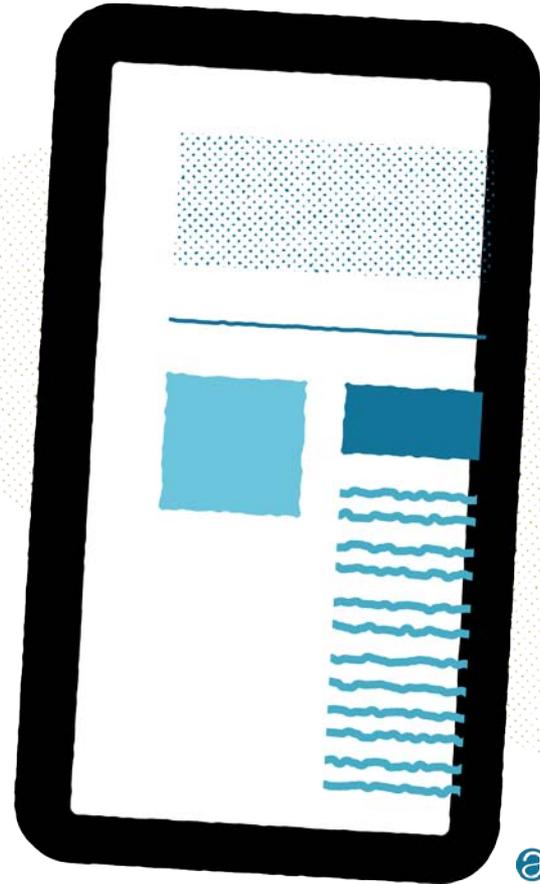


**52%:** Bad mobile experience made them **less likely to engage** with a company.

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**48%:** Sites that didn't work well on their smartphones made them feel like **those companies didn't care about their business.**



# LESSON TWO: GET YOUR WEBSITE MOBILE



In today's mobile world, an unresponsive website simply won't survive. Your customers expect a website that works wherever they are.

- In 2014, mobile usage surpassed desktop.
- **46%** of mobile Web users won't return to a website that they had trouble accessing.
- **80%** of home buyers frequently searched online
- **43%** found their home online!



By giving preferential treatment to mobile-friendly websites in 2015, Google deemed responsive design a best practice. If you aren't responsive, your search rankings will be penalized.

# LESSON THREE: EMBRACE SELF-SERVICE



# LESSON THREE: EMBRACE SELF-SERVICE



**In an on-demand economy, customers expect to be able to get what they want and need by themselves.**

The option to self-serve is important:

- **73%** of customers feel they should have the ability to solve most product/service issues on their own.



**Online self-service options are only timely, convenient, and control-granting if you give your customers a good experience.**

# LESSON THREE: EMBRACE SELF-SERVICE

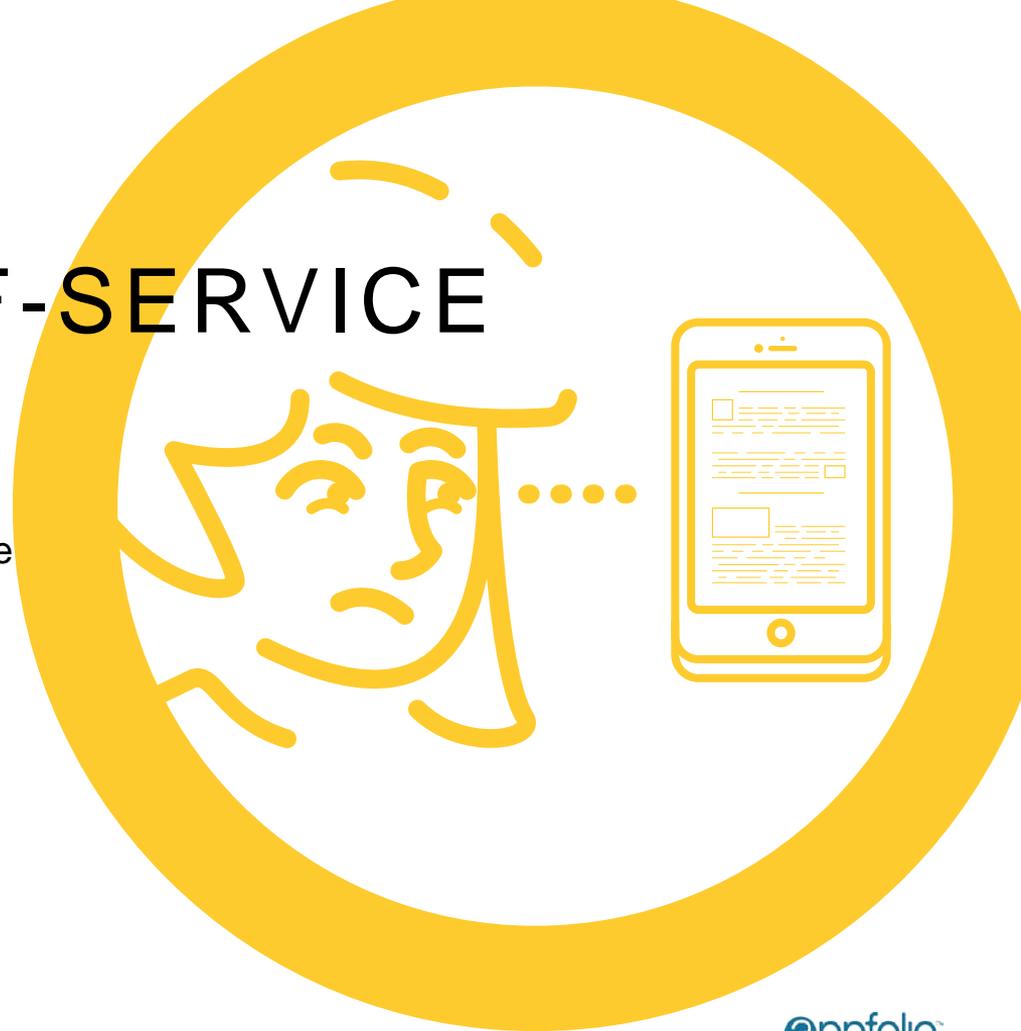


Your residents expect to easily transact online from any kind of device:

- See vacancies and apply online
- Pay rent
- Submit a maintenance request

**Don't forget your owners & vendors!**

- Access statements & reports
- Exchange funds
- Electronic work orders



# LESSON THREE: EMBRACE SELF-SERVICE

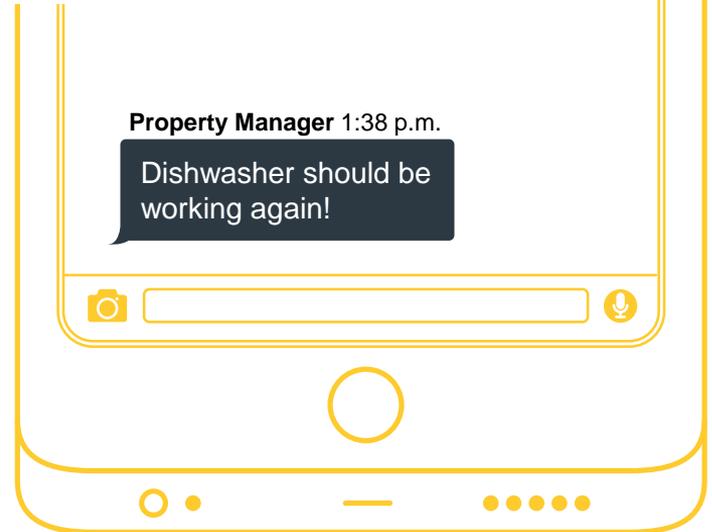


**Not only is self-service a perk these customers want, they like to be able to choose how they are served. The option of a phone call or a text message is a welcome choice.**

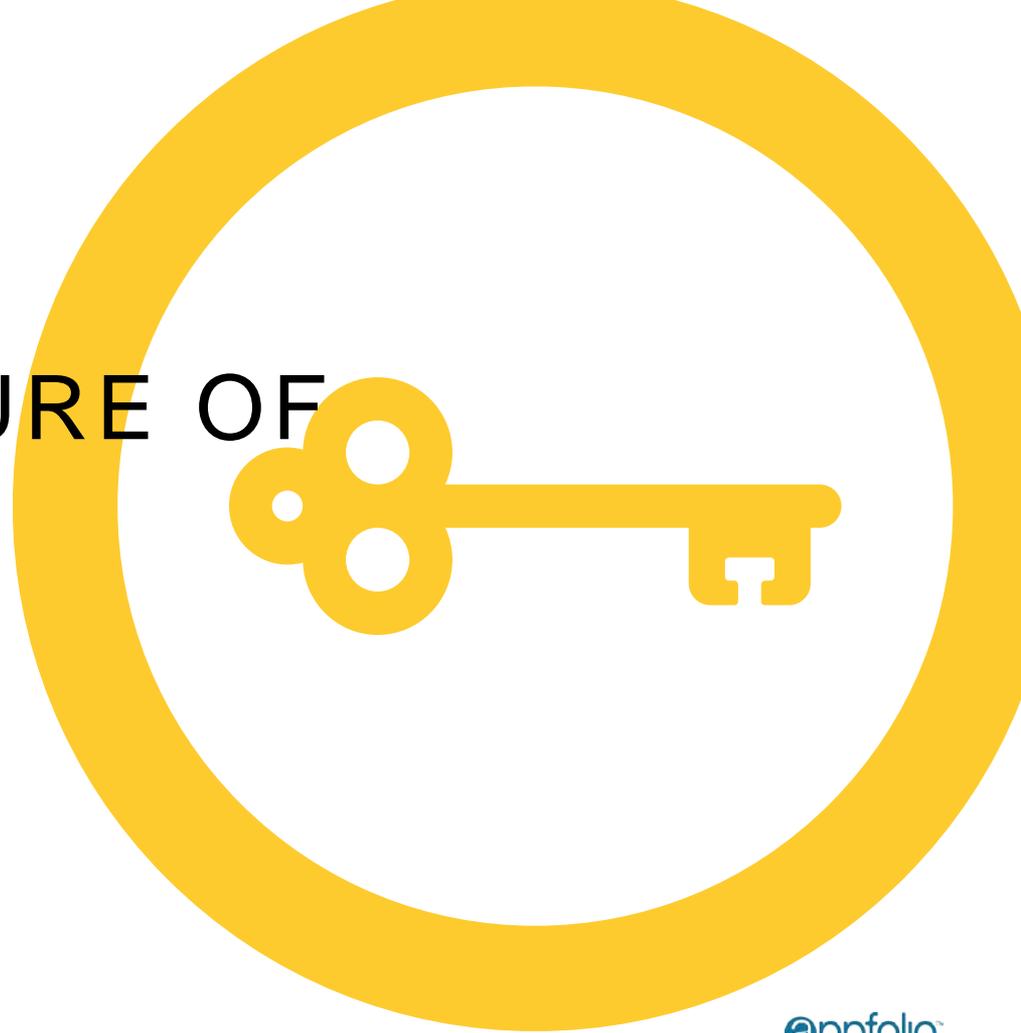
- **52%** of customers consider texting to be the most preferred method of communication.



**Personalization Tip: Find out what they prefer!**



**LESSON FOUR:  
BUILD AN  
INFRASTRUCTURE OF  
TRUST**



# LESSON FOUR: BUILD AN INFRASTRUCTURE OF TRUST



**You must build trust both online and offline**

**LOOK GREAT.** New renters want to feel secure. In their increasingly digital lives, earn their trust with good Web design.

- In one study, **94%** of surveyed people rejected or mistrusted a website solely based on its design elements alone.



**Consider each and every online & offline interaction as an opportunity to build trust**

# LESSON FOUR: BUILD AN INFRASTRUCTURE OF TRUST



## REINFORCE TRANSPARENCY



Transparency gives customers a window into the workings of your company, a forum to hear others' opinions, and a pedestal to voice their own. After all, the Uber Generation trusts nothing more than themselves.



**75% of renters base their decision on ratings & reviews!**

# LESSON FOUR: BUILD AN INFRASTRUCTURE OF TRUST



## EMBRACE REVIEWS

After putting in the effort to provide a superior customer experience, make sure you give residents a way to tell others how they feel.

- 84% of Millennials say user feedback has at least some influence on what they buy.
- And less than 1% say that a compelling advertisement would increase their trust in a brand.



# NUDGE YOUR RENTERS IN THE RIGHT DIRECTION.



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Be proactive, and ASK for reviews.

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IMPLEMENT A PROCESS;  
TRAIN YOUR STAFF

---



MAKE IT EASY FOR YOUR  
CUSTOMERS

---



BE THE KIND OF BUSINESS  
THAT PEOPLE WANT TO  
REFER

---

---

When to ask:

---



IN STAFF EMAIL SIGNATURES

---



DURING THE LEASE-SIGNING

---



DURING THE RENEWAL  
PROCESS

---



IN OFFICE VISITS

---



DURING WORK ORDERS

---



AT MOVE OUT

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**You can't train the modern customer to 'expect' slower service.**

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**You have to change your business practices to fit their expectations.**

# LET'S SHARE SOME BEST PRACTICES

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