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

“I NEED A TAXI RIGHT NOW.”
YOUR UBER IS ARRIVING NOW.

Uber Has Transformed the Expectations of the Modern Customer.
Customers choose their preferred service, from sedan to SUV to limousine. In just 3 taps on their smartphones, customers can have a driver on the way.

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 TRANSSPARENT.**
Customers and drivers can rate their experiences, promoting a sense of safety and comfort.
IN 2014, UBER’S UNIQUE VISITOR COUNT GREW BY 440%
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.’
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%.
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

(The Modern Renter & Owner)
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!

From J. Turner Research
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)

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

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

Hi, I live in apartment 123, and we have a major cockroach infestation!
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**

2:00 a.m.

Thank you for your request! Here’s What we’re going to do…
LESSON TWO: GET MOBILE
1 in 5 Millennials are Mobile-Only Users

4 in 5 Millennials own smartphones

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

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
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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.

Be proactive, and ASK for reviews.

- 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
You can’t train the modern customer to ‘expect’ slower service.

You have to change your business practices to fit their expectations.
LET’S SHARE SOME BEST PRACTICES