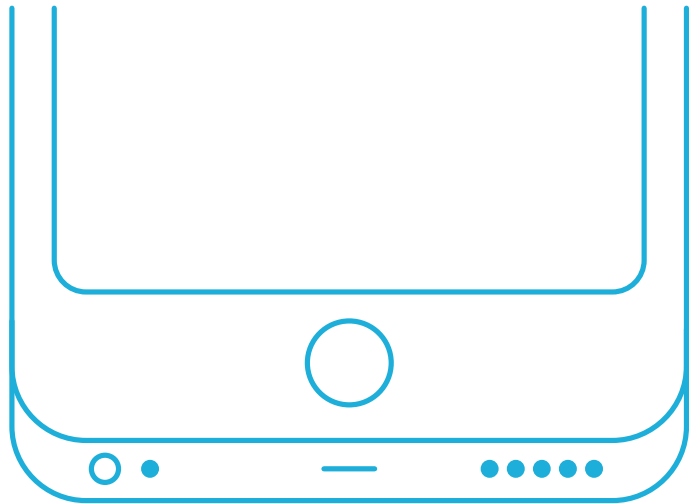


UBER-IMPORTANT

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.

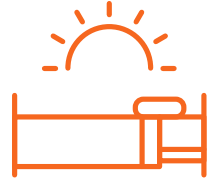
IT'S TRANSPARENT.

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

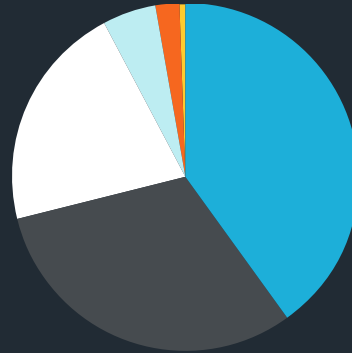


ACCUSTOMED
TO INSTANT
GRATIFICATION



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.**



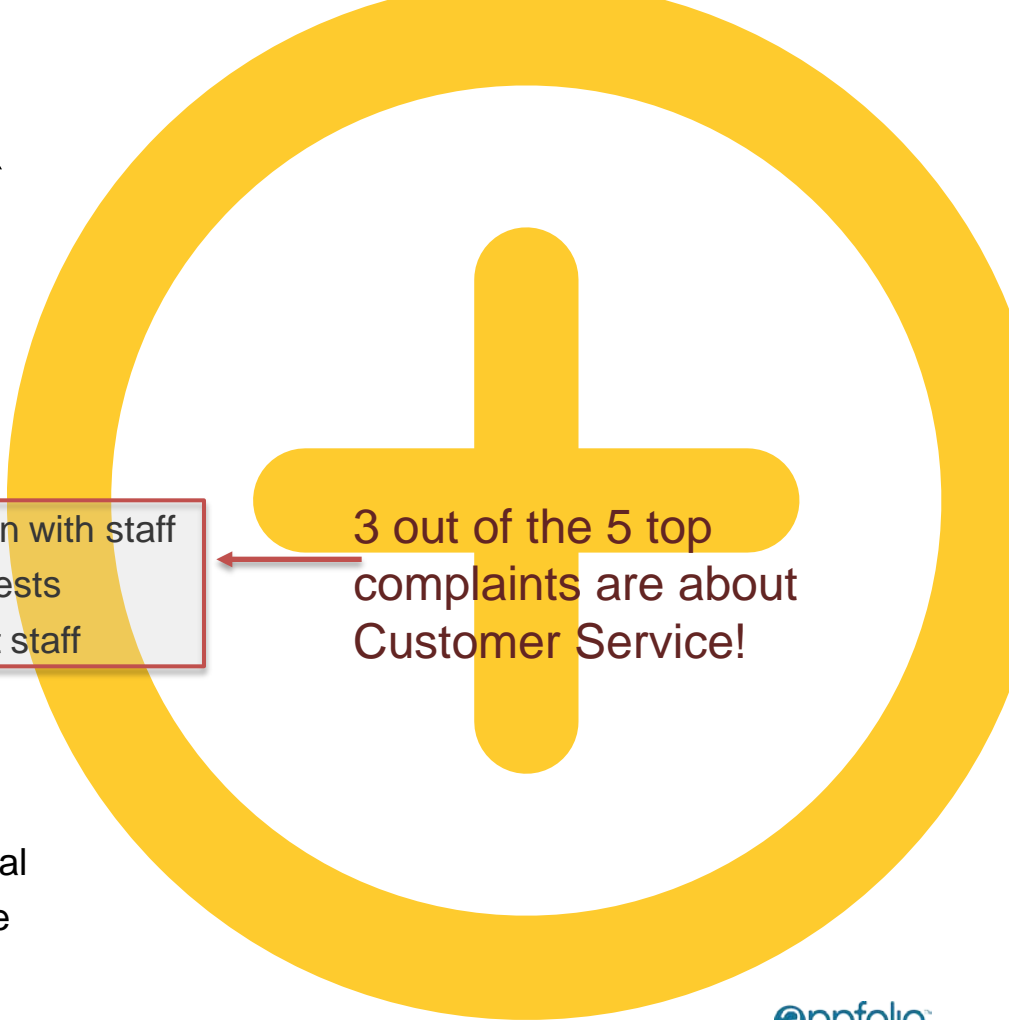
**GREAT SERVICE CAN BE YOUR
COMPETITIVE ADVANTAGE**

**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.

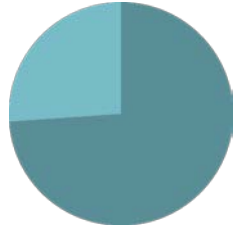
- **85%** of people ages 18–24
- **86%** of people ages 25–34



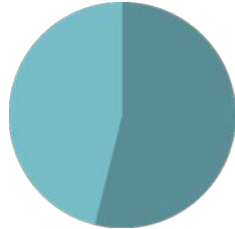
These send them updates about everything from their meal delivery status to live feeds of their baby monitors to updates from their property managers.



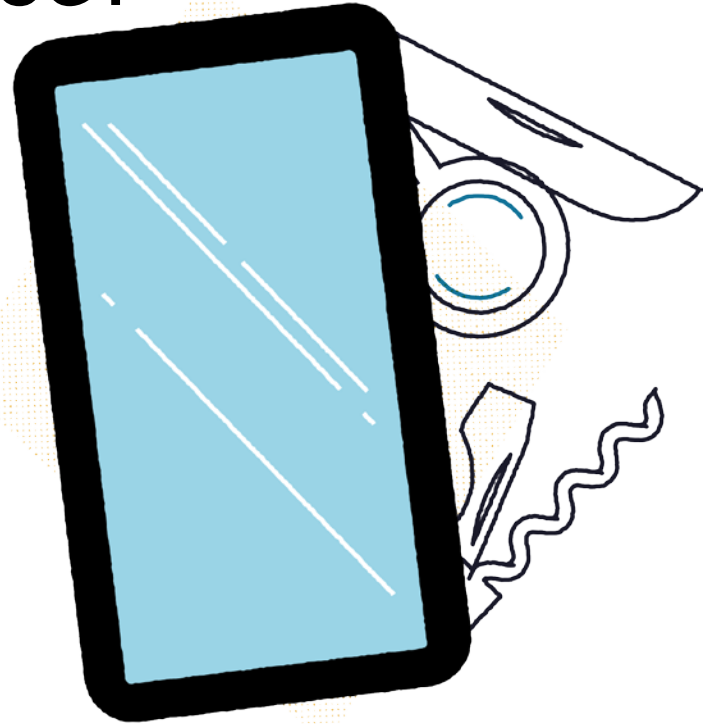
THEY REALLY LOVE TECHNOLOGY (especially Millennials)



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.

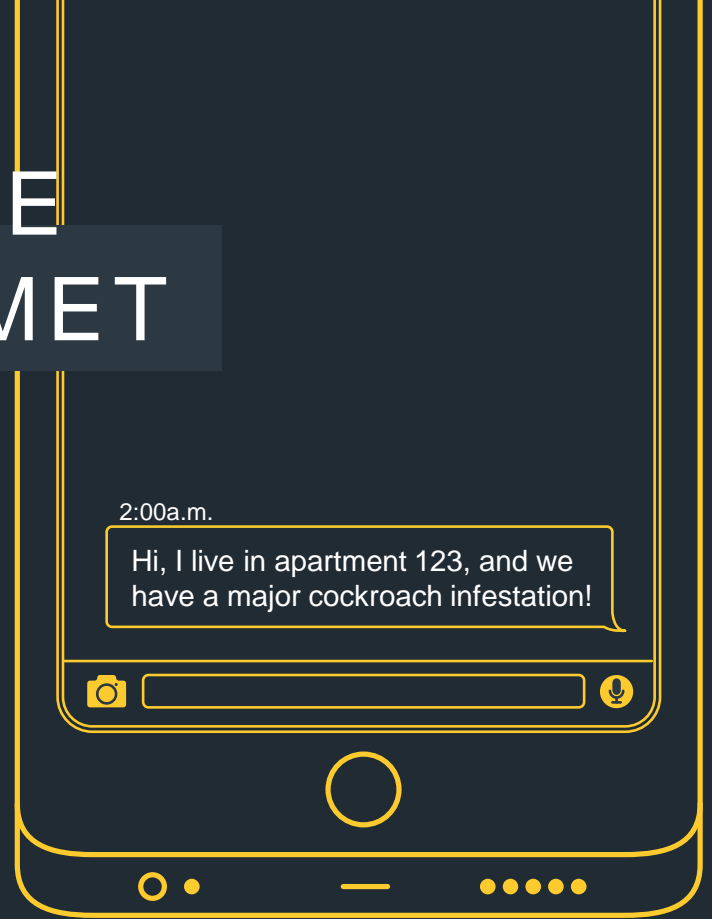


MEET THE UBER GENERATION WHERE THEY WANT TO BE MET



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

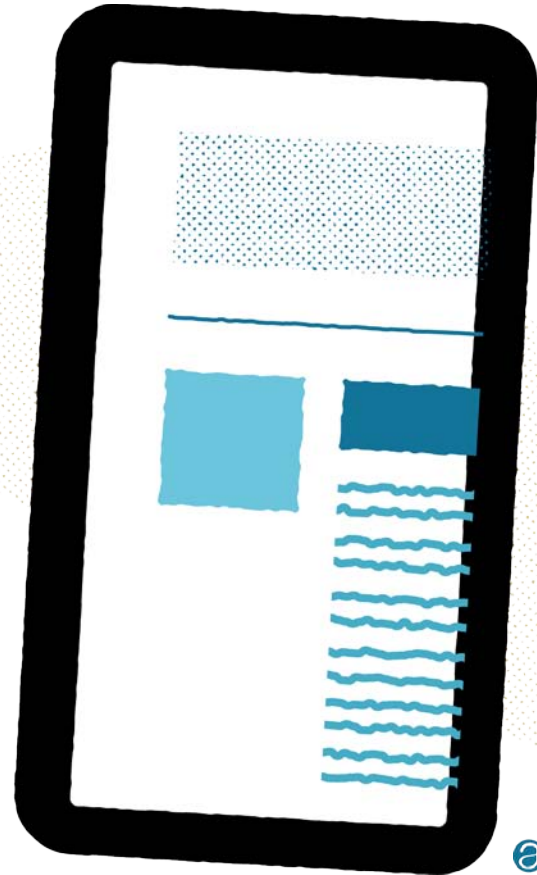
4 in 5 Millennials own smartphones



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

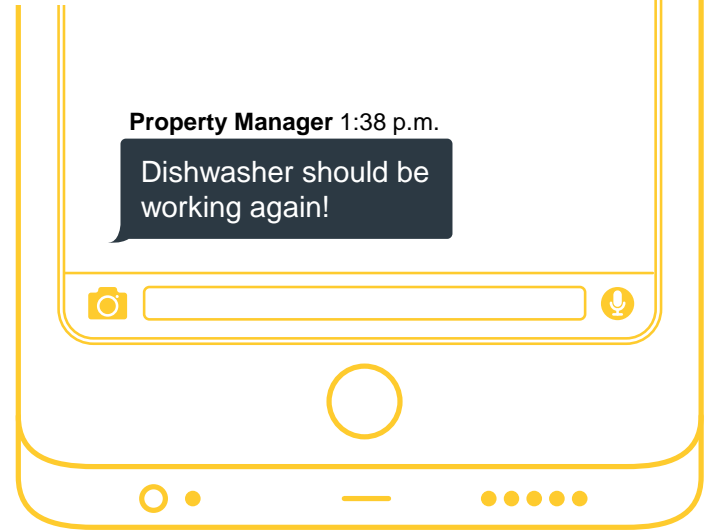


Not only is self-service a perk these customers want, they like to be able to choose how they are served. The option of a phone call or a text message is a welcome choice.

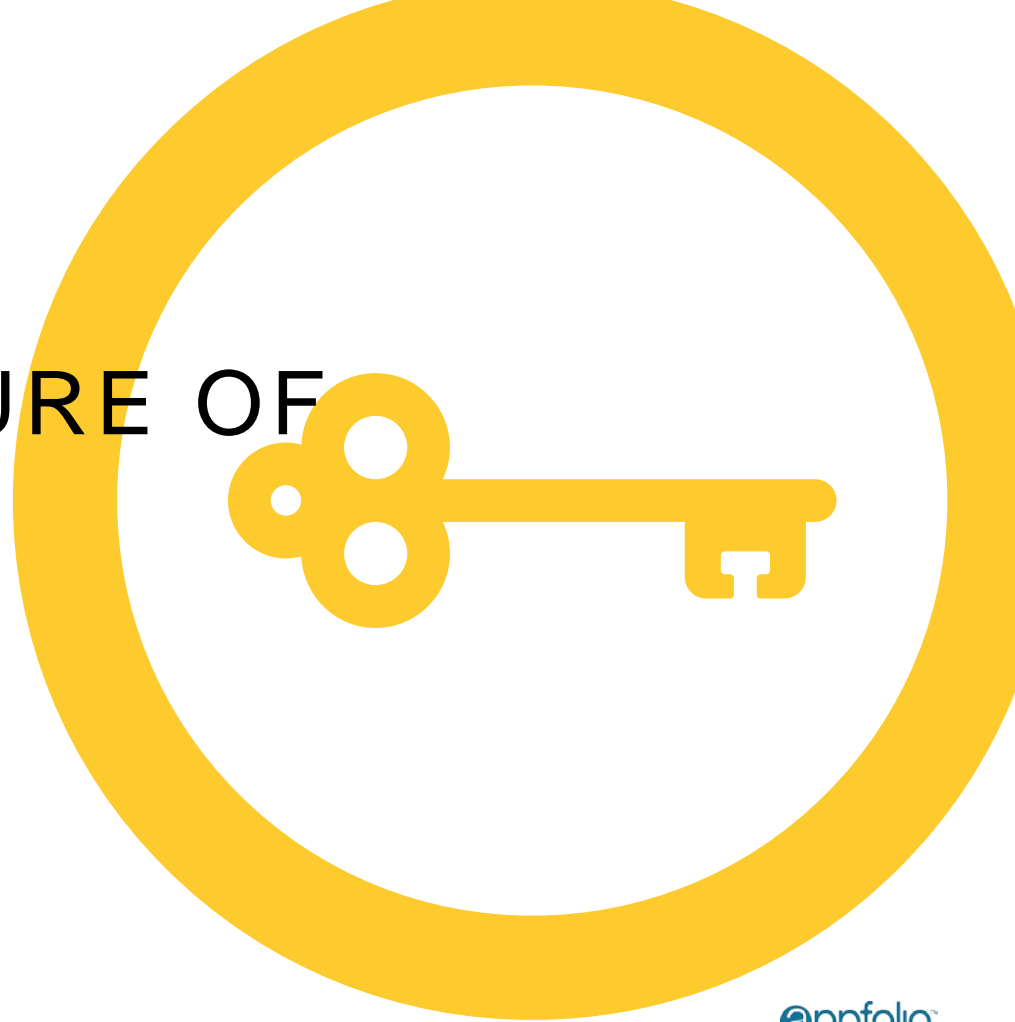
- **52%** of customers consider texting to be the most preferred method of communication.



Personalization Tip: Find out what they prefer!



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



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.

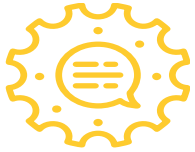


Consider each and every online & offline interaction as an opportunity to build trust

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.



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
