

Your Phones Friend or Foe?

Lucy Breen
VirtuallyinCredible.com

Your Phones Friend or Foe?

Lucy Breen
VirtuallyinCredible.com

Who Calls a PM Company?

63% Leasing inquiries – yet only 2% end up with a lease!

15% Maintenance calls – best answered 24/7

16% Owners/Tenants – require timely help

3% Applicants – “Are we there yet?”

3% Management Leads – win business with immediate or fast response

What happens when you don't answer?

The Silent Scream



Your Phones
Friend or Foe?



The Passive Aggressive



Lucy Breen
VirtuallyinCredible.com

The *BLEEP* you!

Your Phones Friend or Foe?

Lucy Breen
VirtuallyinCredible.com



**35-50% of sales go to the
vendor that responds first.**

(Source: InsideSales)

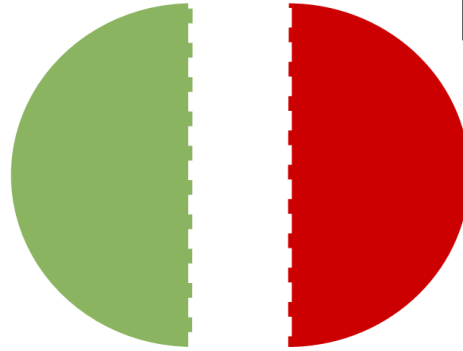
Property Management Lead Response Study by Lead Simple, 2013

How Quickly Companies Reach Out

NOTE: All companies were contacted between the standard business hours of 8:00 am to 5:00 pm (PST - EST), allowing companies to have the best chance at responding quickly.

Responded in
6 hours

50%



Did NOT respond
in 6 hours

50%

www.leadsimple.com

Your Phones
Friend or Foe?

Lucy Breen
VirtuallyinCredible.com

Property Management Lead Response Study by Lead Simple, 2013

Your Phones Friend or Foe?

Lucy Breen
VirtuallyinCredible.com

Do People Still Want to “Press 1”?

72% of callers hang up on an automated phone system.

67% hang up when they can't reach a live person.

75% believe it takes too long to reach a live person.

Customers generally form an impression of any business within **7 seconds**.

Call Center Standards

Your Phones
Friend or Foe?

80/20 Service Level Goal



80% of calls must be answered live
within the first 20 seconds

4% Abandonment Rate



Percentage of calls that are abandoned
before speaking to someone

Your Phones Friend or Foe?

Old School

vs.

New School

Auto Attendant

Live-answer all calls

Front Desk Person

Offsite Receptionist/VA

Voicemail

No voicemail



HOTLINE



Bypass your front desk!

Hotline numbers direct to relevant departments,
on site or outsourced.

Your Phones
Friend or Foe?

A screenshot of a website interface. At the top right, the name "Lucy" is displayed. Below it is a search bar with a star icon, a magnifying glass icon, and a vertical ellipsis icon. A horizontal navigation bar contains four green buttons: "Property Management", "Portal Login", "Search Rentals", and "Schedule a Showing". Below the navigation bar are three social media icons: YouTube, Facebook, and Google+. To the right of the social media icons, the following contact information is listed:
Leasing Hotline: 561-513-6679
Application Hotline: 561-508-8619
Maintenance Hotline: 888-277-8239
Main Office: 561-624-4663
At the bottom of the page, a dark blue footer bar contains three white links: "Search Rentals", "Testimonials", and "Contact".

Lucy Breen
VirtuallyinCredible.com

Your Phones Friend or Foe?

Results

Improved staff morale

↳ Better customer service and experience

↳ More positive reviews

↳ More new sign ups

↳ Longer client retention

↳ Reduced labor cost = higher profits

↳ **Peace of mind!**

Challenge

Your Phones Friend or Foe?

Lucy Breen
VirtuallyinCredible.com

