

The Customer Experience:
Creating a Customer-Centric
Organization

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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 18 employees and manages over 1400 units throughout Richmond, Williamsburg and Newport News, River Bend has 9 employees







About me

- Received RMP® in 2012
- Received MPM® in 2013
- Founding Member and President of Richmond NARPM Chapter in 2012-2013
- VA State NARPM President in 2014-2015
- Received ARM through IREM in 2010
- Serve on Executive Council of IREM Chapter 38
- Serve as Chair of PM Committee at Richmond Association Realtors



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)

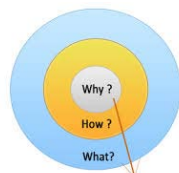


My Definition of a Customer-centric organization:


- 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
- What goes into the Customer Experience?
- Suggested video: TED Talk w/ Simon Sinek



Why?



- 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

- Institutional investors are entering your market
- Smart people are entering this industry every day. They're coming!
- <http://www.youtube.com/watch?v=AjVNzbQF9jA>



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 quicker and easier
- It's cleaner and easier on the eyes
- We have a better experience



Video from the Facebook movie:

– <http://www.youtube.com/watch?v=dU6sclY2AFU>
– 1:31 to 2:06

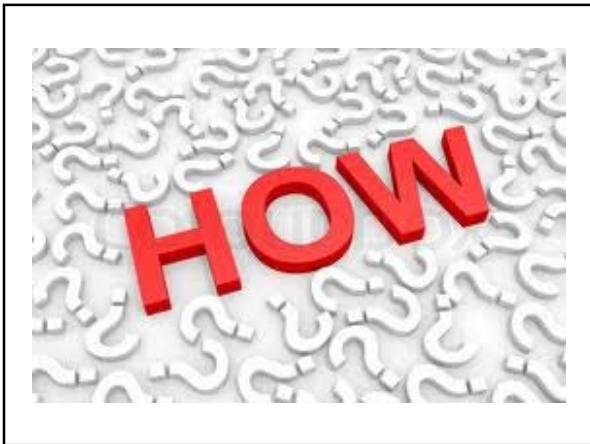
- Facebook studies how their customers' brain reacts when they click on "like", changed "deny" to "not now"




Steve Jobs stories:

- \$0.99 for song on iTunes
- Huge emphasis on design, intuitive products, less buttons









- Paradigm shift
- Suggested reading: "7 Habits of Highly Effective People" by Stephen Covey

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



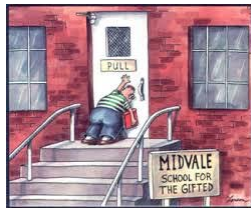
Abundance vs. Scarcity

- 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/hygiene
- Logo
- Business cards
- Website
- Signs
- Office



Who would you trust with
your home?



Reputation

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



Thanks for your time!

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