



# It's Automatic!

Creating Value within the Digital Customer Experience

**Get focused.  
Get inspired.  
Get going.**

Friday, June 23  
12:45 p.m. – 1:45 p.m.

**#NAAEDU17**

Breakout Sessions Sponsored by



# MEET THE EXPERTS



**Art Lieb**  
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**Jason Whittington**  
Vice President of Business  
Solutions  
Gene B. Glick Co.



**Richard Levitan**  
President  
NPS Rent Assurance  
*Moderator*

# TODAY'S DISCUSSION

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- Drivers to change
- Current overview of industry practices / systems
- Impact of automation on the customer experience
- Technology spotlight on e-payments

# SERVICE INDUSTRIES EMBRACE TECHNOLOGY

- To build efficiencies
- To improve the customer experience
- To process data/analytics

*Multifamily slow to adopt change but sticky*

# TECHNOLOGY CHANGES THE USER EXPERIENCE

- Hotel industry



- Airlines industry

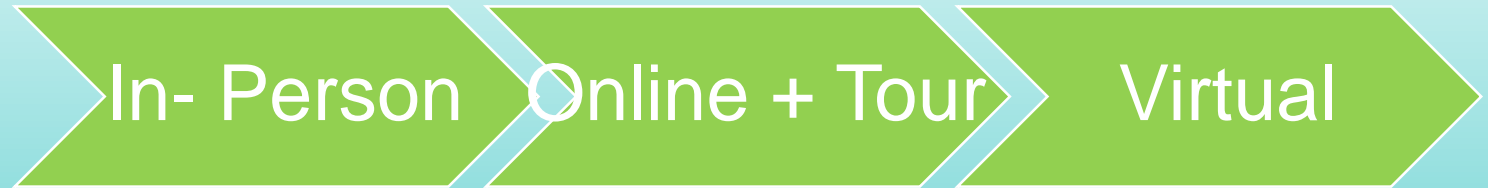


- Automotive industry



# MULTIFAMILY PRACTICES & SYSTEMS

Search:



Applications:



Screening:

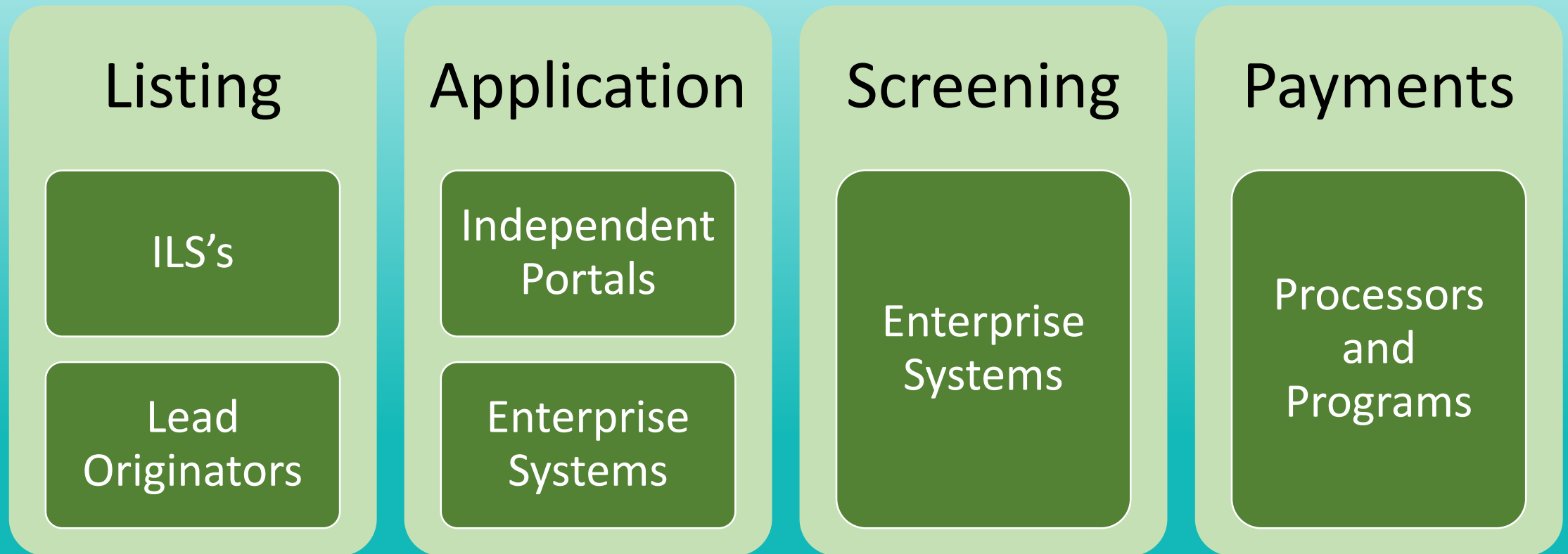


Maintenance:



# MULTIFAMILY PRACTICES & SYSTEMS

## Today's Operations Silos





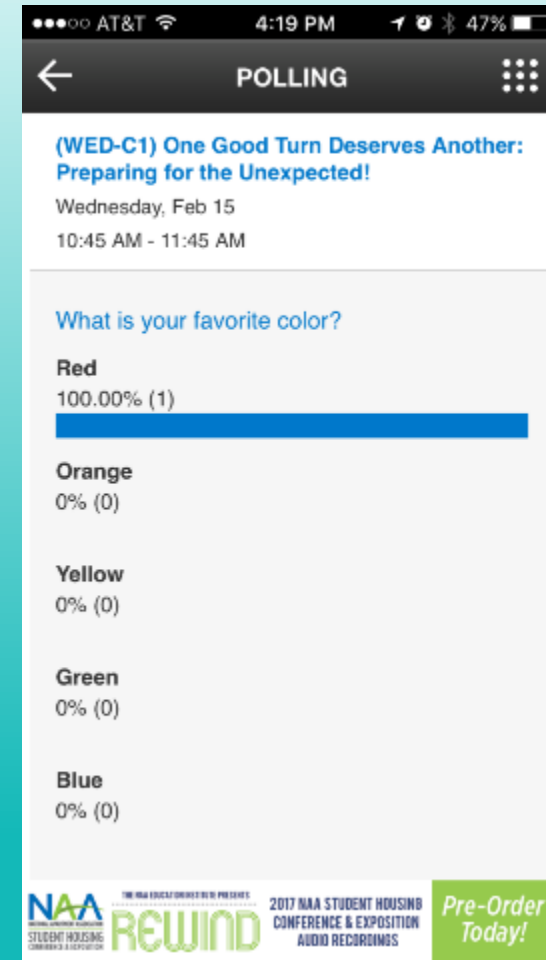
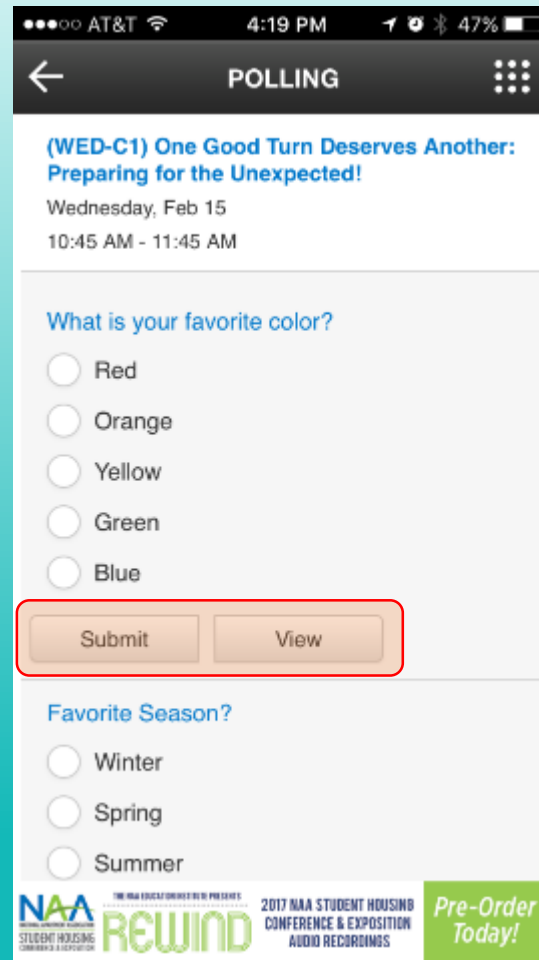
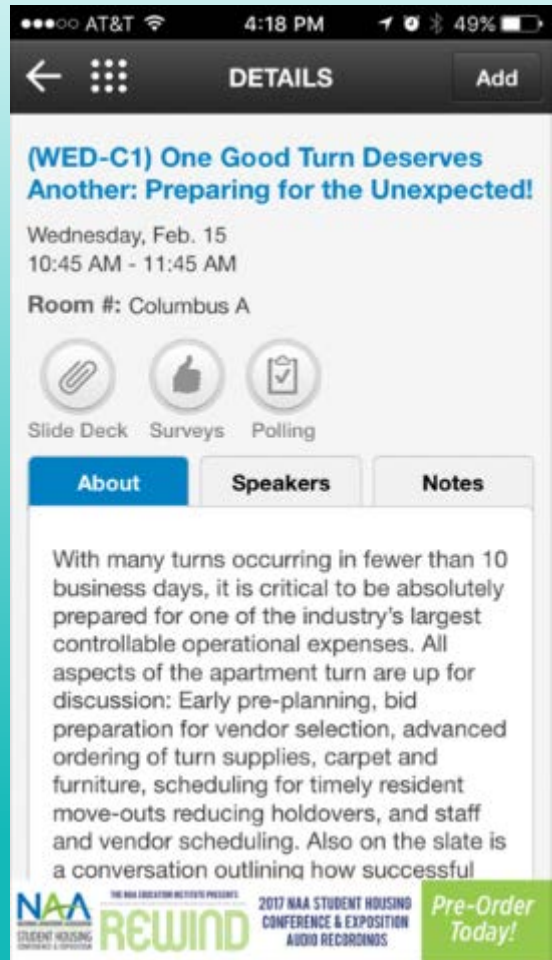
# STREAMLINING IN THE CLOUD

Going forward...

- System integration will impact customer engagement throughout the entire leasing experience
- The real opportunity is in connecting technology with the human touch
- Challenges in adding consumer value versus pushing work to them



# POLLING TIME!



# POLLING QUESTION 1

- Of the following, what is your top technology tool for improved customer engagement?
  - A. Text messaging
  - B. Email
  - C. Online message board
  - D. Telephone
  - E. Package applications
  - F. Payment portals

# POLLING QUESTION 2

- Of the following, what is your top technology tool for improved operations and staff engagement?
  - A. Text messaging
  - B. Instant messaging
  - C. Email
  - D. Utilities applications
  - E. Scheduling/Calendar applications
  - F. Other

# POLLING QUESTION 3

- What's missing in your technology tool box?
  - A. The ability for instant responses/instant gratification
  - B. System integration
  - C. System training
  - D. New staff orientation
  - E. Recruitment functions
  - F. Systemized performance metrics

# POLLING QUESTION 4

- What do you most want to see introduced to improve the customer experience?
  - A. Cross functional platforms
  - B. System integration
  - C. Advanced scheduling system
  - D. Loyalty discounts applications
  - E. Rent payment systems
  - F. Other

# ENHANCING THE CUSTOMER EXPERIENCE

## Focus on Leasing and Move-in

- Marketing and search
- Online application
- Online leasing
- All-in-one utility set-up platforms

# ENHANCING THE CUSTOMER EXPERIENCE

## Focus on Cash Flow & Payments

- Lease offer delivery / leasing velocity
- Resident-friendly rate and price options
- Game changers to conversion



# ENHANCING THE CUSTOMER EXPERIENCE

## Focus on Retention and Renewal

- User-friendly technologies to increase resident length of stay
  - Maintenance applications
  - Package notification and acceptance platforms
- Personalized customer service that free up staff time and hassle
- Engaging residents early on to enhance retention
- Use of resident surveys

# TECHNOLOGY SPOTLIGHT

## ePayment Adoption

- Providing residents with easy, online and/or automated tools
- Eliminating money order and check payment risk
  - Check 21
  - EFT
  - Check cashing
  - ACH
  - Electronic money orders
- Mobile, portals, enhancements, building credit, pay via text

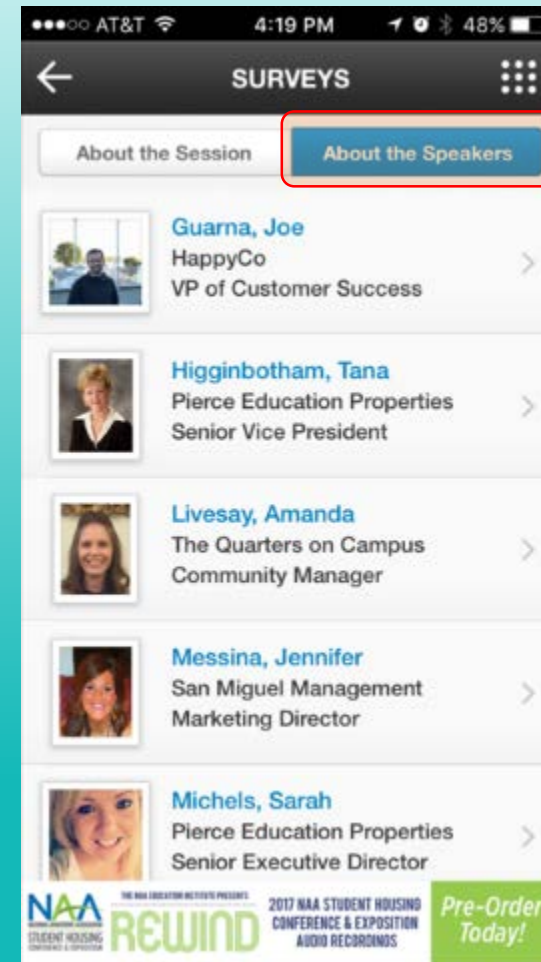
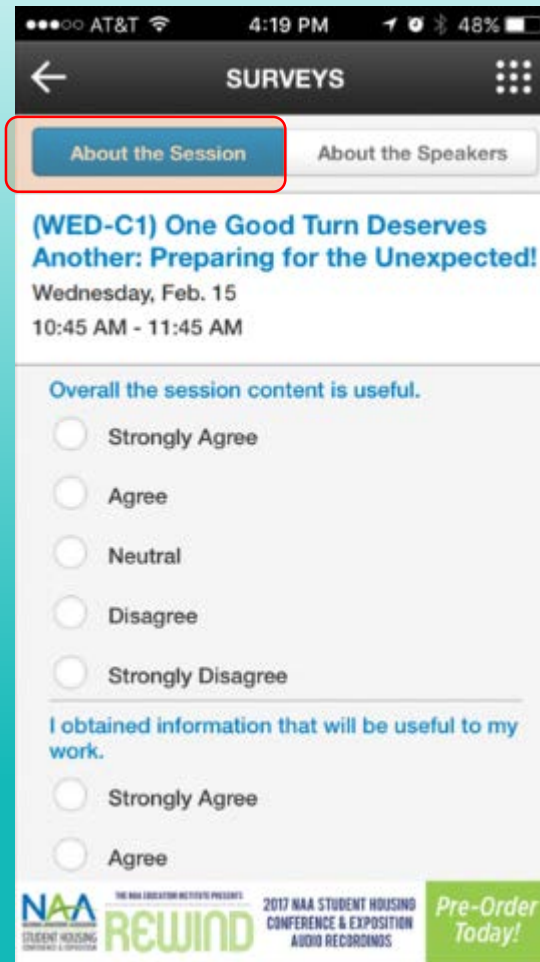
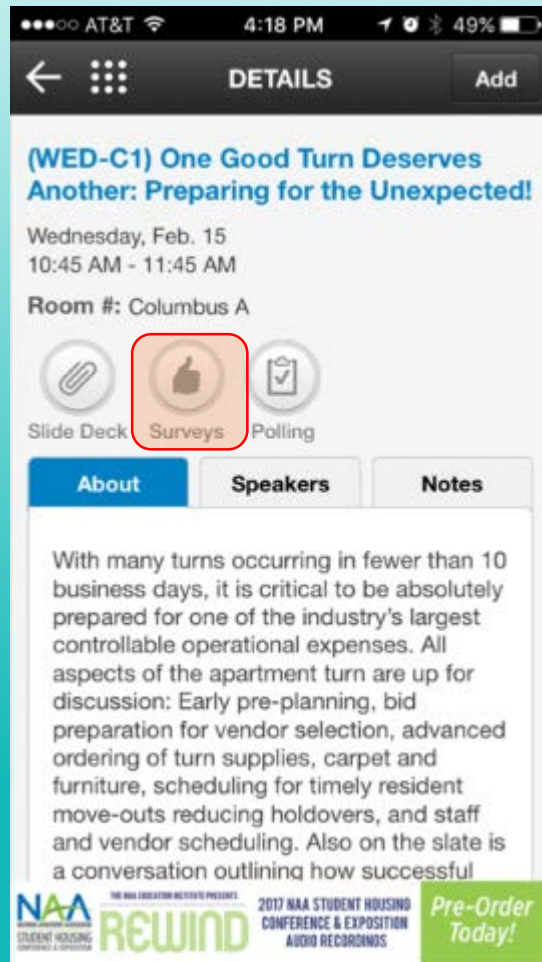
*Impacted by Full Transparency /The Tone of Communications*

# Q&A

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- What works at your community?
- What do you see coming in the future?
- How has your organization combined technology and human touch for improved results?

# SESSION/SPEAKER SURVEY



# CONTACT INFO



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