Best Practices In
ONLINE
REPUTATION
Management

//////////////////////// **FEATURING** ////////////////////////

Interview with Angela Flick,
Director of National Marketing Programs

GREYSTAR®

GREYSTAR®

In January 2017, J Turner Research announced the annual ORA™ Elite 1% ranking of properties with the best online reputation in the nation for 2016. Greystar manages the most properties (54 properties) among all properties included in this ranking.

Q **What does Greystar attribute its success in online reputation to?**

A. | At Greystar, we are committed to thrilling our residents and going above and beyond in all that we do, each team member, every day and in every way. This is woven into our company's culture and the DNA of who we are, making it not a job requirement of our onsite team members; but rather an opportunity to always exceed our customer's expectations while building brand loyalty.

Q **As a corporate, how do you define your focus on online reputation management? What sets you apart from your competitors?**

A. | We understand that we need to have conversations where our customers are having conversations. That is no longer in the leasing office or over the phone, but primarily online. As most companies in and outside of the industry, Greystar has put a priority focus and investment into making sure we gain customer's online because of the reputation that we have as well as taking the opportunity to hear what our customers are saying.

Q **Do you think it's important for a corporate to have a top down approach if you want to see success at the grassroots level?**

A. | It is important to create a structured approach that has an authentic grassroots implementation strategy. The structure ensures consistency, allows for compliance of things like fair housing regulations and gives busy onsite team members solid tools to use. From that point, the onsite team members should feel that they have control over how their customers experience their service.

Q **How do you train your employees to deliver resident satisfaction across your entire portfolio?**

A. | The message of delivering exceptional customer service is imbedded in every process, every meeting, every interaction, every communication with our team members and we empower them to always put the customer first. Delivering a high level of service and customer satisfaction is one of our Pillars of Excellence at Greystar and we are proud of all of our team members who deliver this service every day, as demonstrated by our elite ranking with J Turner on 54 properties.

Q **In your opinion, what are some of the challenges of online reputation management?**

A. | Online reputation management can pose challenges with losing the face to face interaction with our customers. Being able to sit across from someone and see their face can creates the "relationship" with each customer and creates an emotional connection. We are a people centric business and creating a positive relationship is the beginning of a positive customer journey. Generating that positive "first impression" is just as important online as it is in person, hence the vital importance of a positive online reputation.

Q **Given the growing landscape of online review sites, which ones matter most to the residents of Greystar?**

A. | While we of course focus a lot of attention on some of the bigger name sites, we know that it is important to pay attention to all online review sites no matter how big or small, or how national or local of a reach that they have. We look to meet and interact with our customers wherever they are online.

Q **How does Greystar respond to negative online reviews?**

A. | We have a process outlined for our onsite team members that aids them in responding to all reviews. We believe it is important to respond to all reviews, positive or negative, with the intention of acknowledging our customers and working toward a resolution.

Q **How does Greystar use social media platforms to engage with its residents and prospects?**

A. | Social media is used to create a sense of community amongst our current and future residents. We encourage communities to engage in social media outlets that allow them to establish that. Through establishment of national standards along with national campaigns that offer local implementation, our onsite teams are given the tools they need to be successful.

J TURNER RESEARCH

Insight. Empowerment. Advantage.