SMOKE

RESIDENT EXPERIENCE SOLUTION

An Experience that Makes a House a Home

A home is more than just four walls – It's where memories are made, families are raised an lives are lived. Our solution enables the measurement, rapid recovery and alignment to international housing standards, making Voice of the Resident easy for any landlord, Real Estate Managers, Residence Association and Government Housing or Civic Housing Managers.

Our solution makes VOC data easy!

What you get:

We offer a ready-to-go Voice of the Resident measurement toolkit suited to any real estate or housing association seeking to measure performance, process and overall customer experience through the Voice of the Resident.

- Ready-to-go CX Solution that measures what matters.
- An escalation process for your organisation's hierarchy.
- Reports for every property and department.
- Improved employee performance and engagement.
- Great resident experience across your properties.

Why the real estate and housing industry trusts us?

- We help our customers engage with millions of residents across multiple touch points annually.
- We remove the complexity from Resident Experience with a pre-designed toolkit.
- Regular touchpoint & large satisfaction studies help you manage your full spectrum of resident engagements.
- Real-time escalations provide the information necessary to recover from service failures rapidly, as well as track root-causes of dissatisfaction over time.
- Integration into property management software & telephony platforms removes the need for manual intervention.
- Reporting offers departments & property managers measurement and benchmarking enabling the identification of pain points.

What gets measured?

Resident Experience is measured according to key dimensions across various resident touchpoints, including contact centre engagements, post-move in, satisfaction dips, capital works and maintenance, intention to renew and annual satisfaction surveys aligned to STAR and other industry standards.

The Voice of the Resident is collected at various touchpoints ranging from the contact centres, to in-app surveys or distributed digital engagements. Telephonic surveys can also be conducted for hard-to-reach residents. On-going, real-time feedback allows for the early identification of areas for improvement, allows for service recovery and enables comparison between properties and processes.

Managing service failures

- Our toolkit includes escalations that can be triggered to both centralised or decentralised service recovery teams.
- Escalations are sent to the appropriate property manager or team enabling service recovery (escalations are set up to mirror organisational hierarchy).
- Escalation workflows are designed according to best practices in terms of reminders and 2nd level escalations, but are adaptable to organisational requirements.
- Standard resolution codes enable measurement and reporting of causes of failures for continuous improvement.

Getting started

At Smoke[CI], our role is to be your trusted partner serving as expert extensions to your teams. We provide you with the expert advice, industry best-practice, feedback data and insights needed to elevate your CX programme, allowing you to focus your efforts on creating value for your customers, employees, and businesses.

Understanding your results

- The toolkit includes reports designed to provide insight into both operational and satisfaction metrics.
- Reports can be accessed in real-time and/or distributed periodically.
- Reports provide a birds-eye view of collective resident experience within the property group compared against individual property scores.
- Enable Property Managers with a comparative view of their scores to encourage improvement.
- Drive resolution of pain points in individual properties through processes that align to best practices in the real estate industry.

Benefits of the toolkit

- Pre-configured methodology ensures effective and easy-to-implement measurement.
- Consistent, unbiased resident satisfaction measurement enables comparable results across properties and metrics.
- Comparable results allow for the creation of internal incentives to improve quality of service.
- Consistently identifying, managing and improving upon pain points creates trust among residents and enhances public accountability.

Thank you.
To discuss how to get the best results from your surveys, speak to a CX Expert today.

www.smokeci.com

Contact us