



Building Digital Curb Appeal with Reputation Management

About the Gene B. Glick Company

Founded in 1947 and based in Indianapolis, the Gene B. Glick Company is a privately-held real estate ownership, development and management firm with more than 20,000 units in 13 states. The company's philosophy, "Built to Be Home," is reflected through its industry leadership in customer service, property management and quality construction of affordable and market-rate apartment units. The Gene B. Glick Company has a long tradition of giving back to the communities where it operates through its corporate social responsibility efforts, including its Glick Gives and Glick Cares Programs.

Building Digital Curb Appeal

Resident experience has always remained a high priority throughout Glick, however online ratings did not reflect that and property managers were concerned about how the negative reviews were being received. Recognizing that online reviews affected their properties' "digital curb appeal" with potential residents, marketing implemented a company-wide reputation management strategy with the support of management.

Managing Reputation at Scale

To improve Glick's online presence, marketing set goals for responding to all reviews, increasing positive review volume and using feedback to facilitate quick service recovery. However, Glick needed to address the challenges of scaling their efforts across 100 apartment communities with a small marketing team. They needed a solution that could quickly notify them when online reviews were posted, help them easily and efficiently collaborate on responding, and provide the reporting that would help them track progress, uncover resident experience trends and benchmark against competitors. After going through a solution review process, they selected Social Compass since it met all their needs.

Increasing Online Reviews

The marketing team wanted to increase the online presence of their properties by gaining more online reviews. This could help offset the impact of negative reviews received and provide a more comprehensive picture of the resident experience. The team created a “We are Listening Campaign” where employees were incentivized to ask residents to leave an online review. The campaign’s goal was enough to motivate staff to participate. Also, staff morale improved, and they increased their focus on creating a better resident experience. Social Compass helped this campaign by making it quick and easy for Glick’s teams to login and respond to reviews in one place. They also utilized Social Compass’ reports to track the campaign efforts and report on them monthly.

Creating a Consistent Voice in Online Responses

One of the biggest challenges was working with property managers to draft responses to negative reviews. Many responses were lengthy and inconsistent in voice and at times, responses were drafted that took negative reviews personally. The ability to efficiently collaborate and edit responses with Social Compass helped marketing create appropriate responses faster.

Management Engagement

Glick’s management is hands-on when it comes to the resident experience. With Social Compass’ alerts, executives gain transparency into on-site service recovery and communications with staff. This made their jobs managing customer success easier. Through these communications, they recognized staff for their good work and improved customer interactions. As a result of Glick’s responsiveness to service recovery issues, there have been many cases where negative reviews were deleted by the customer or the online rating and comments improved based on their response to the customer’s feedback.

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When it came to reputation management platforms Social Compass was a game changer.

Emma Cook
Senior Digital Media Specialist
Gene B. Glick Company, Inc.

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Benchmarking Performance – Showing Results.

Glick consistently focuses on measuring progress against the program's goals. As a result of its online reputation management initiative, from 2016 to 2017, their key performance indicators (KPIs) showed that reviews increased 84%, overall experience score improved 3.7% and response rates boosted 72%.

About Binary Fountain

Social Compass, powered by Binary Fountain, is the leading online reputation management platform for multifamily residential organizations. Anchored in its Natural Language Processing (NLP) technology, the cloud-based platform mines resident and employee feedback from surveys, online ratings and review sites, social media and other data sources to equip organizations with actionable insights needed to improve brand loyalty, increase engagement and drive sustainable bottom-line results.