

How Continental Properties Powers Resident Satisfaction Through Reputation Management

From 2018 to 2019, Continental's Portfolio Achieved:



10% Increase
In Average
CSI Score



10% Increase
In Average
Star Rating

About

Continental Properties develops, owns, and operates high-quality apartments in the U.S., along with retail and hospitality real estate. As a top-15 largest apartment developer, [Continental Properties](#) is one of a few organizations to both develop and operate multifamily communities they own across the country. Continental's award-winning [Springs Apartments](#) brand has 60+ apartment communities in 16 states.

S P R I N G S[®]
apartments

Continental's Springs Apartments are designed in a neighborhood setting to foster a sense of community with their signature townhome-style designs and park-like backdrops in suburban locations. However, its distinguishing characteristic is the level of customer service it provides for their residents. Many [Springs Apartment communities](#) have won recognition and rewards for their online reputation from industry leaders such as JTurner and Apartment Ratings.

Their *resident first* mantra, coupled with a leadership team that places an emphasis on employees' needs, has helped award Continental as a Top Workplace for the eighth consecutive year by the Milwaukee Journal Sentinel - furthering its reputation as a company that takes care of both its residents and its team. Continental was also recently named 29th nationally as Best Places to Work in Multifamily and 20th nationally as Best Places to Work in Multifamily for Women.

Challenge

Continental puts customer service at the forefront of its mission, leading to its need for a reputation management program.

“Our teams are focused around delivering on the customers’ expectations,” says Marketing Manager Kayleigh Filo. “We want to ensure we are a customer-centric organization.”

In addition to customer experience benchmarks, an excellent online reputation means higher occupancy, more leads, and higher renewal rates for a property management company. Continental wanted better search rankings and higher star ratings that would create a positive perception of its properties to attract more residents.

“The stronger your reputation, the stronger you’ll be in the market,” Filo says. “We want to build great communities; strong, positive reviews are an asset to a great reputation.”

Across Continental’s constantly growing portfolio, they receive between 300 and 500 reviews per month. Their goals for a reputation management initiative were to increase review volume, boost star ratings, increase their Customer Satisfaction Index (CSI) scores for each property, and prioritize reputation among all communities. Continental created benchmarks for all communities to achieve, which included earning three 5-star reviews each month.



Solution

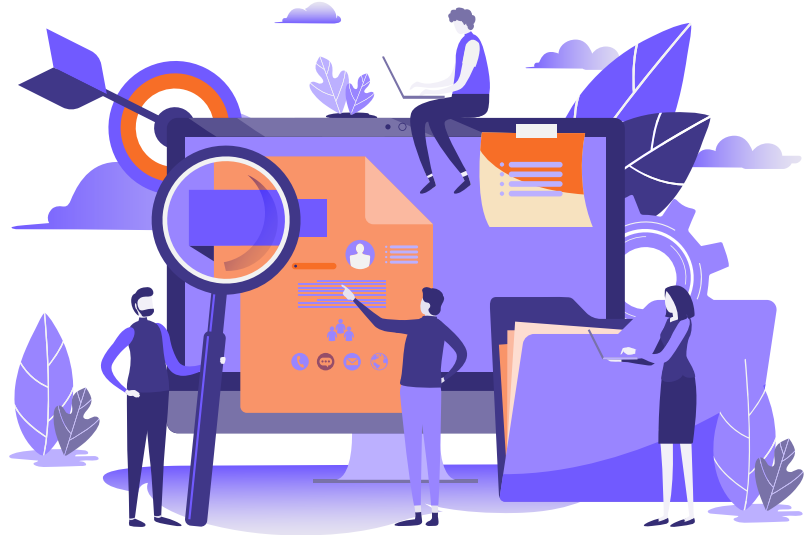
Continental launched a reputation management initiative that used **Binary Fountain's Social Compass platform** to generate reviews, improve its properties' star ratings, and provide a better customer experience at scale.

Social Compass monitors reviews and comments from surveys, review sites, and social media to bring all aspects of resident experience into a single platform. Continental used the solution to monitor and respond to reviews, implement service recovery, and analyze resident feedback for property-specific benchmarks and improvement opportunities.

To engage apartment communities with reputation management initiatives, Regional Directors and the marketing department trained community managers on how best to use resident feedback and the importance of reviews for resident attraction and retention. Filo says an internally created e-book about "online curb appeal," which offers tips for responding to positive and negative reviews and real-world examples, was especially helpful.

Each property's community manager has a Social Compass dashboard, categorized by regional portfolio, where they can monitor and engage with reviews across all online platforms. Continental set a 48-hour expectation for **responding to reviews**, assisted by automated alerts from Binary Fountain.

The marketing department was able to approve or reject all review responses before they published.



"It was easy to control our brand voice," Filo says, "and the 'reject' feature helped create training opportunities in order to improve responses in the future."

Continental's marketing team uses Binary Fountain's custom reporting tools to distribute real-time feedback data reports each month, giving community managers insights into monthly, quarterly, and yearly trends. Its two most important marketing-related KPIs, star rating and CSI, are prominently displayed on the report for instant evaluation.

"There's a significant amount of data you can pull from Binary Fountain," Filo says. "For the marketing team, star ratings and CSI are the most impactful."

Beyond improving online reputation through reviews and star ratings, Continental uses Social Compass to easily spot positive and negative resident experience trends at its communities.

Operational improvements made possible by monitoring reviews include noise complaints, hiring team members, billing, customer service, and more. As a specific example, Filo says, Continental uses review data mentioning noise complaints to spot opportunities for improvement with construction and general contractors.

Continental also uses Social Compass data to call out top-performing employees and properties. Customized reports automatically pull names from positive reviews that Filo uses to highlight the team members mentioned.

Results

The results of Continental's reputation management initiatives range from specific day-to-day task management improvements to high-level [business objectives](#).

Continental's communities showed online reputation improvements across the board, including several 5-star locations. Within a year of implementing Binary Fountain's solutions, the portfolio hit their average CSI and star score benchmarks.

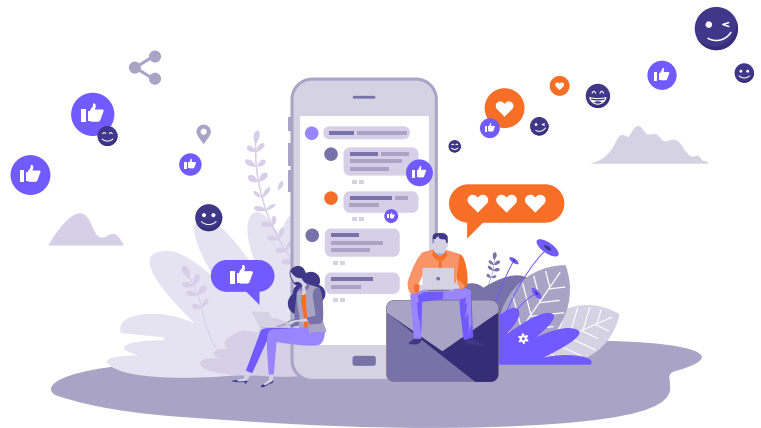
From 2018 to 2019, the portfolio metrics for CSI and Average Star Score increased by 10%. Continental's CSI Score increased by 0.3 points and the Average Star Score metric increased by 0.4 points.

And the success continued: In October 2020, Continental communities earned a 4.4 average star rating and 4.2 average CSI score across 730 reviews. Over that time span, a record 70% of Continental communities managed three or more 5-star reviews.

Filo says one of the central benefits of Social Compass is quantifying resident experience metrics that previously were more subjective. Continental's properties now need to match expectations for these scores, just like occupancy and revenue metrics.

Continental is also seeing direct benefits for stakeholders across the company. Regional Directors are easily able to get a pulse check of their portfolio at any given time, receiving insights into top and bottom performers. Meanwhile, community managers have maintained a near 100% response rate for online reviews across all online sources.

"We've now made great strides in our score progress, so we'll continue to focus on [earning more positive reviews](#) and responding swiftly," Filo says.



In October 2020, Continental Communities Earned:



4.2 CSI
average across
730 reviews



4.4 Star Rating
average across
730 reviews



70% of Continental Communities
managed three or more 5-star reviews

About Binary Fountain

Binary Fountain’s cloud-based platform uses natural language processing to create customized online reputation management solutions for multifamily property management companies on a national scale. Designed specifically for property management firms, Social Compass continuously mines reviews, surveys and social media to gauge consumer perspective and deliver actionable insights to promote resident satisfaction and overall resident experience.

Schedule a free, 30-minute demo to learn more:

Book a Demo