BirdEYE

COASTAL RIDGE
REAL ESTATE

Real-time engagement boosts resident acquisition

This property management company needed to gain a competitive edge online, and to do so would require significantly more reviews from current residents. To acquire new residents, Coastal Ridge would also need to act on these reviews to improve resident experience and earn higher ratings. Using BirdEye to engage with residents in real-time and access deep feedback insights, in less than one year, Coastal Ridge generated 7x more Google reviews and 2x more Facebook reviews, improving their average nationwide rating from 3.5 to 4.1.

Company Snapshot

32 locations in the U.S.
BirdEye client since
January 2016
www.coastalridgere.com

Challenge

Ranking below competitors in relevant online search results
Inability to address feedback promptly and resolve resident issues

Solution

SMS review requests sent to each resident via customized monthly drip campaigns

Negative feedback routed privately to management

Satisfied residents directed to Google and Facebook

Outcome

In one year with BirdEye, Coastal Ridge:

Increased nationwide rating from 3.5 to 4.1

Generated 7x more Google reviews, 2x more Facebook reviews

Improved customer service/experience score from B+ to A

411 negative reviews routed directly to management through BirdEye platform for immediate issue resolution

Collect high volume of feedback to boost resident satisfaction

In the intensely competitive residential services market, having "good" online ratings is not enough: to acquire new residents, Coastal Ridge Real Estate needed high ratings from a large volume of resident reviews on a variety of sites--for all of their 32 nationwide properties. To ensure positive experiences, Coastal Ridge sought a way to generate 100s of new reviews on Google and Facebook while staying engaged with all feedback in real-time in order to resolve issues immediately.
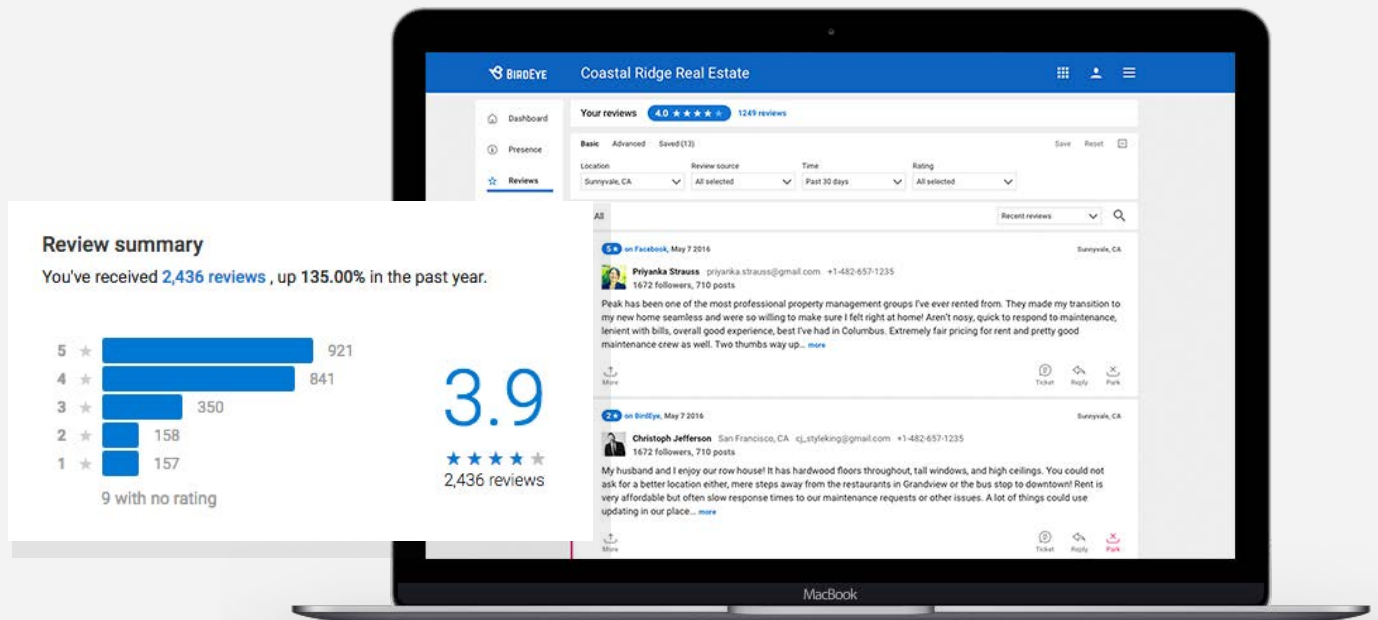
THE SOLUTION

Real-time resident engagement accelerates issue resolution

With BirdEye, Coastal Ridge sends real-time SMS review requests to each resident immediately after an interaction. BirdEye pre-qualifies sentiment from the very beginning: residents with negative feedback are directed to relevant managers through private channels. Real-time alerts notify appropriate staff of incoming new reviews, enabling quick issue resolution and preventing problems from escalating to public sites. Satisfied residents are automatically routed to the top review site of their choice: Google, or Facebook.
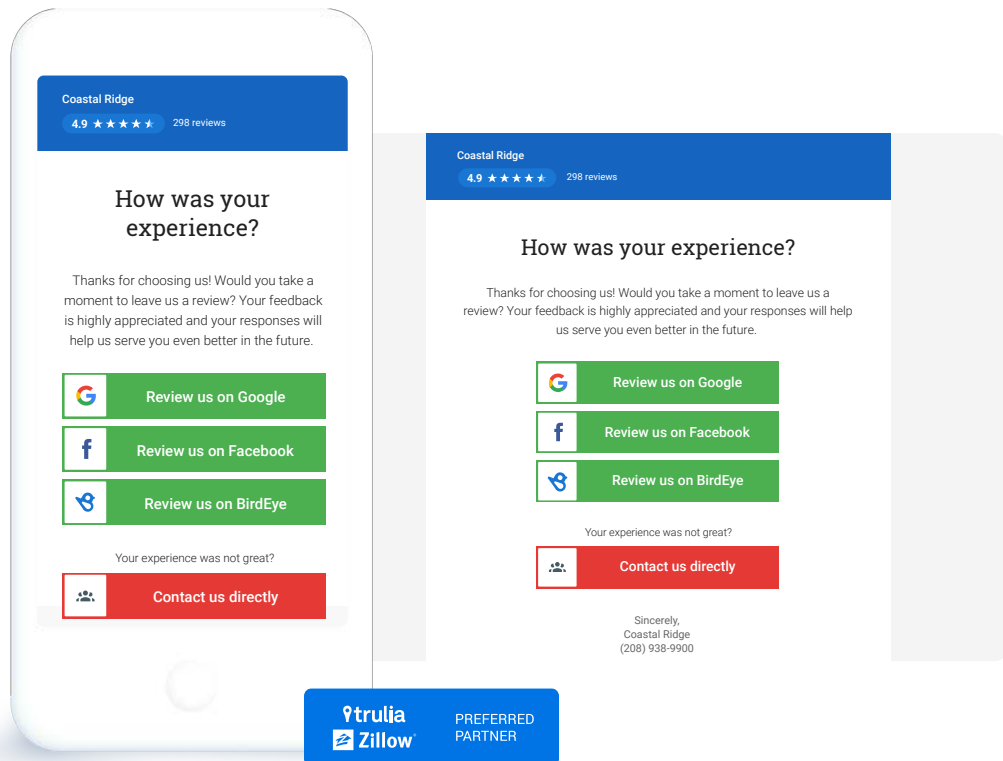
BIRDEYE

THE RESULT

# Higher ratings from hundreds of new reviews

Less than one year after BirdEye, Coastal Ridge generated 7x more Google reviews and 2x more Facebook reviews, boosting their nationwide rating from 3.5 to 4.1. With an easy, convenient way to leave feedback, more residents were willing to do so. Dedicated responses to resident issues created positive experiences out of initial frustrations. Happy resident voices were amplified to Google and Facebook, improving ratings, informing home seekers, and boosting resident acquisition. This surge in satisfaction was further illustrated by BirdEye's Natural Language Processing (NLP) insight: Coastal Ridge's sentiment score for Customer Service/Experience increased from B+ to A as a result of their customer-centric initiatives.

Reviews & Ratings Over Time

About BirdEye
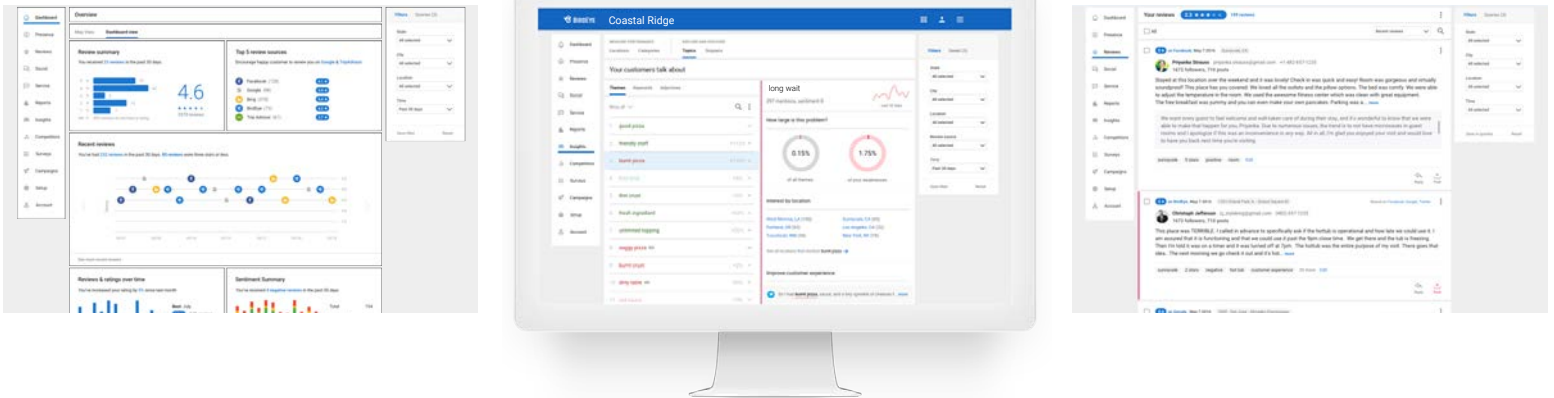
BirdEye is a SaaS platform reimagining the way customer feedback is used to acquire and retain connected customers by closing the loop between business reputation and customer experience. The BirdEye platform captures real-time customer feedback, ratings and sentiment across every channel — review sites, social media, and surveys.

With BirdEye's tools, businesses can engage in every step of the customer journey, establish a positive online presence, and benchmark performance across locations and against competitors.

In today's reputation economy, BirdEye provides the eyes, ears and algorithms necessary to create a stand-out customer experience that pleases a digital consumer society reliant on instant gratification.

To see the BirdEye platform in action, visit birdeye.com/scan-business/
To learn more, go to birdeye.com or call toll-free #1-800-561-3357.

BirdEye features

The platform that drives your customers to become your marketing engine, out of the box.

Listings

Fix your business listings on 50+ sites and boost SEO with a custom microsite for each business location displaying your best reviews and up-to-date business information.

Review generation

Easily get new reviews from your happy customers on sites like Google and Facebook via automated real-time emails or text messages.

Review monitoring

Monitor all your reviews from 250+ sites in real-time, from one place. Track progress with detailed reports of reviews and ratings over time, by source, and by location.

Review management

Receive real-time new review alerts and respond instantly to all feedback from one place to solve problems before they become problems.

Review marketing

Maximize the power of happy customer voices. Auto-promote your best reviews on your website, blog, search engines, and social pages like Facebook, Twitter and Google+.

Social

Monitor, post, and engage with customers across blogs, forums, news sources, and social media networks - all in one place.

Webchat

Convert every incoming chat from a website visitor into a text message conversation. Interact with prospects anytime, from anywhere to convert website clicks into customers.

Ticketing

Resolve problems proactively. Assign support tickets to reviews and social comments.
Track issue resolution and measure employee performance with detailed service reports.

Insights

Identify root case driving sentiment for reviews, social media comments and survey responses. Turn insights into actions that drive meaningful results.

Benchmarking

Get the same insights into your competitors' customers that you have for your own. Benchmark strengths and weaknesses and identify opportunities to capture market share.

Surveys

Easily design custom surveys that engage customers in real-time. Measure customer experience, employee satisfaction, conduct market research, and more.