



REDSTONE  
RESIDENTIAL

## In-moment engagement fuels tenant satisfaction

In less than 5 months, this property management company generated 140% more tenant reviews and boosted overall ratings by offering proactive support and acting on root cause of negative sentiment.

### Company Snapshot

35 locations in the U.S.

BirdEye client since June 2016

[www.redstoneresidential.com](http://www.redstoneresidential.com)

### Challenge

Students leaving negative reviews rather than asking for support

Low ratings on Facebook, Google, and ApartmentRatings.com

No way to manage high volume of feedback scattered across channels



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## Solution

Requested feedback from every tenant immediately at crucial touchpoints check-in

Received real-time new review alerts

Responded to concerned customers instantly from one dashboard

## Outcome

**In just 5 months with BirdEye, Redstone's properties:**

Received 25% more 5 star reviews

Collected 140% more Google reviews, 10% more Facebook reviews

Managed 208 negative reviews privately in BirdEye, resolving issues immediately and avoiding distribution to public sites



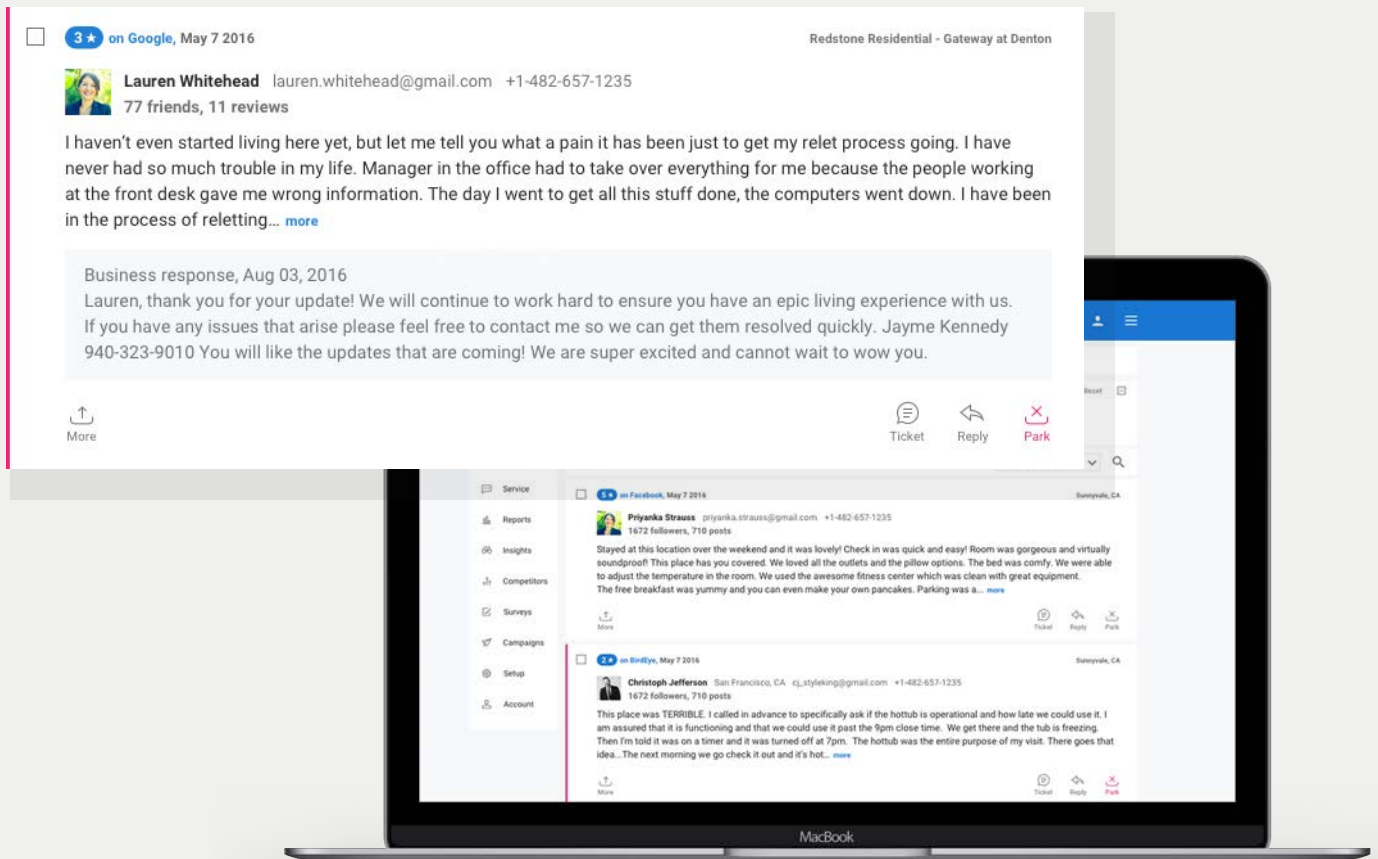


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## THE CHALLENGE

# Respond to tenant issues from across the web

Most of Redstone's tenants are students, living on their own for the first time. Instead of seeking help when unsatisfied, students tended to head straight to online review sites to leave vehement complaints and low ratings. Redstone had no way to address such a large quantity of feedback piling up on numerous sites across the web, and the online reputations of their communities were suffering as a result. This property management enterprise sought a proactive solution to engage with tenants and resolve issues quickly in order to boost tenant satisfaction and acquire new tenants.



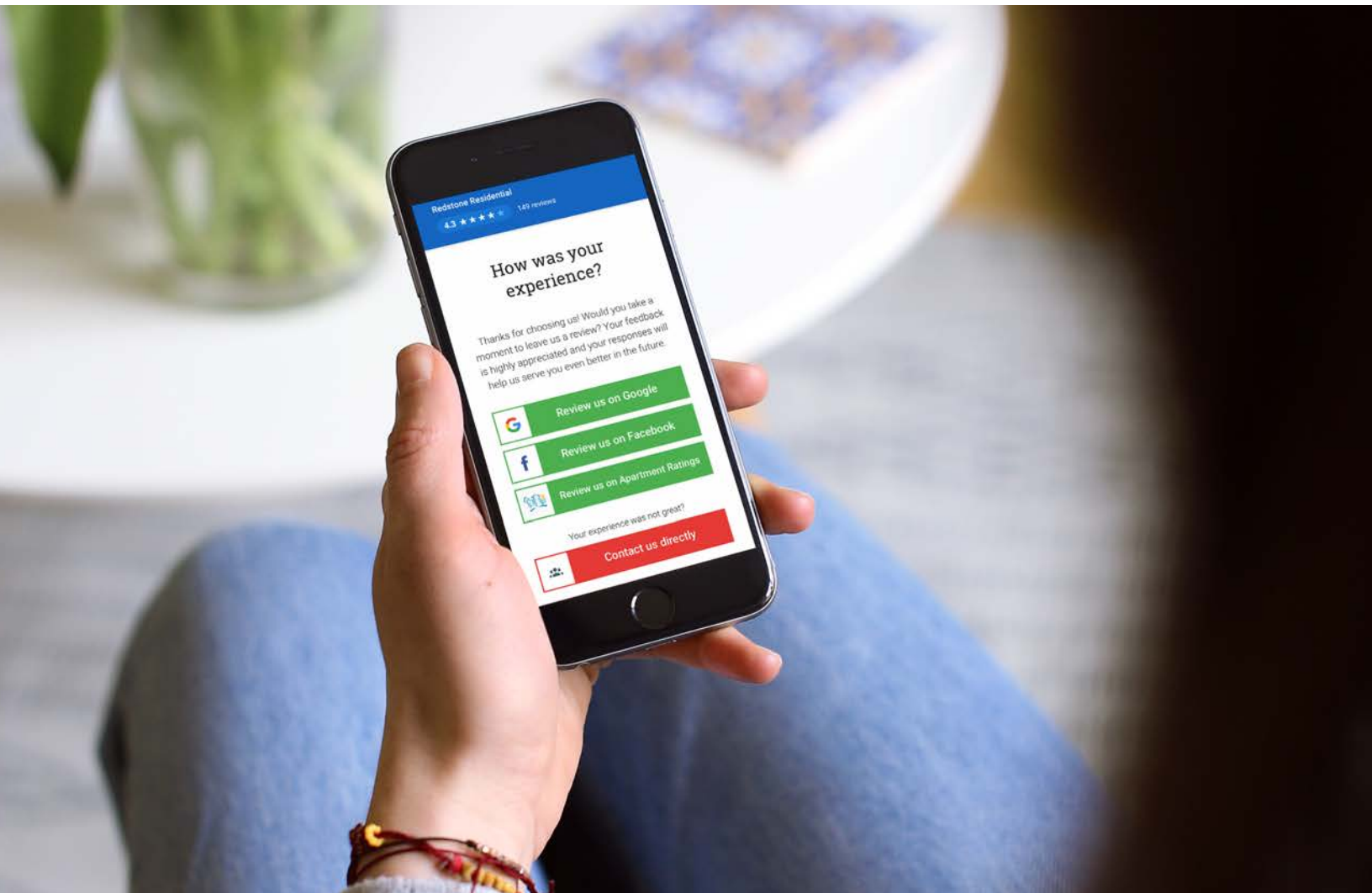


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## THE SOLUTION

# Engage with tenants in real-time

Redstone automatically requested feedback from every tenant immediately after critical touchpoints—such as move-in, move-out, and renewal—using BirdEye’s review generation tools. Satisfied customers were directed to top review sites like Google, Facebook and ApartmentRatings.com to share feedback publically. Unsatisfied tenants were routed to management so they could voice their concerns through private channels. Community managers at each location received real-time new review alerts. This enabled them to respond to all tenant comments instantly from within the BirdEye platform, resolving issues promptly and thoroughly.





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## THE RESULT

# Happier tenants, higher ratings

In just 5 months, Redstone's properties received 25% more 5-star reviews; they generated 140% more new authentic reviews on Google, and 10% more on Facebook. By managing negative feedback privately, community managers not only solved problems faster, they also minimized distribution of negative reviews on public sites that would have damaged ratings. Even Redstone's lowest performing location doubled its review volume and increased its overall ratings, narrowing the performance gap across properties and helping Redstone deliver consistently great experiences within each community.

140%  
more  
reviews





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## SPOTLIGHT

# Liberty Square Apartments (BYU)

After just 30 days with BirdEye:

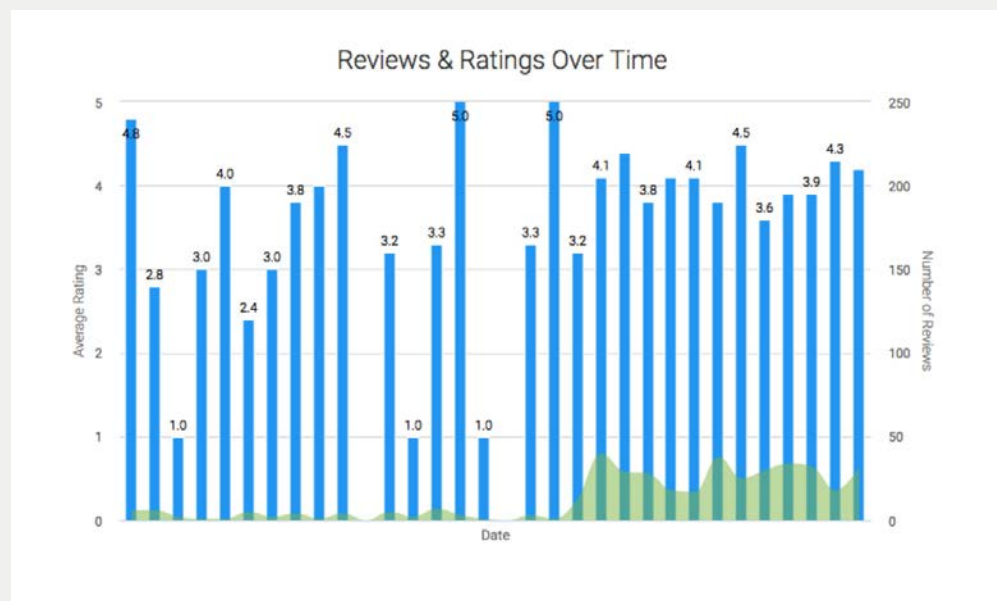
Grew reviews from 50 to 96 in just 30 days

Boosted overall rating from 3 to 3.6 stars

Moved website from #3 spot to #1 spot on Google search results (at this spot it gets 53% of clicks, up from 9%)

2-star rating from apartmentratings.com moved down from #1 to #3 in Google search results, decreasing CTR

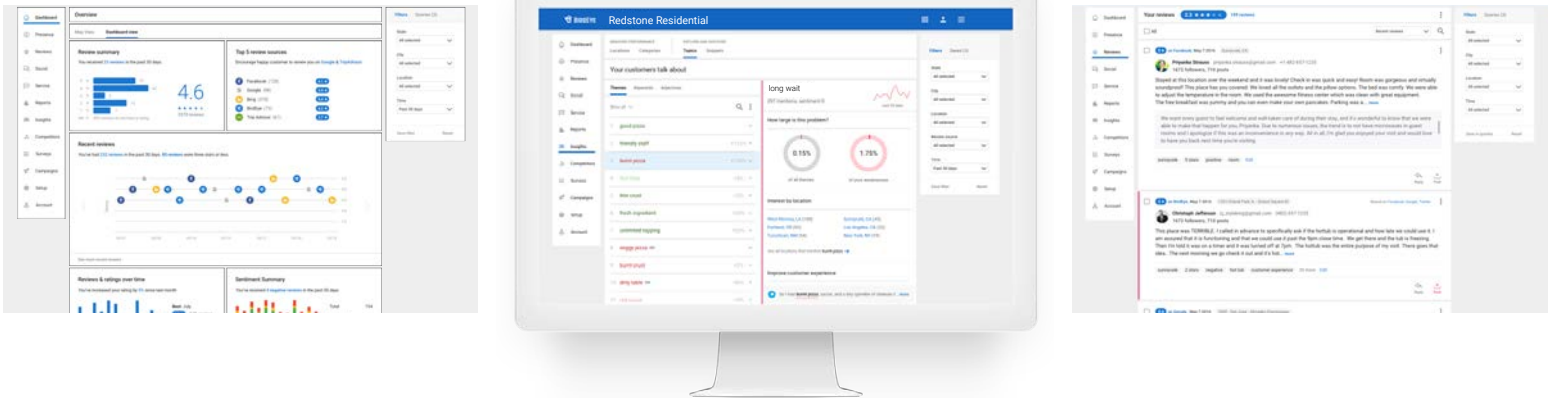
Improved Yelp rating from 2.5 to 3 stars





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# 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/](https://birdeye.com/scan-business/)

To learn more, go to [birdeye.com](https://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.