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Making Real Estate Run Better

NMHC

NATIONAL
MULTIFAMILY
HOUSING
COUNCIL

2023
Customer
Experience (CX)
Technology
Report

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Survey Overview

The multifamily digital landscape has been radically transformed by the 'Great App Explosion', presenting both unprecedented opportunities and challenges. For multifamily owners and operators, navigating this explosion is essential to maintaining a competitive advantage and delivering a superior resident experience. To evaluate the influence and effectiveness of the proliferating use of applications shaping customer touchpoints within multifamily, RealFoundations and the National Multifamily Housing Council (NMHC) partnered to launch the 2023 Customer Experience (CX) Technology Survey.

The multifamily industry is at a critical point for technology adoption and customer experience enhancement. The underlying goal of the survey was to delve deeper into the applications used to improve the customer journey, along with the management and performance measurement of the technology, and ultimately empower owners and operators to enhance their technology capabilities, irrespective of their scale or resources.

Survey Methodology

The survey was designed in collaboration with NMHC member committees, RealFoundations, and NMHC staff, and was distributed digitally to NMHC's active member base. A total of 40 multifamily companies participated in the survey, with responses garnered from leaders in Marketing, Property Operations and Technology functions. The representative pool of respondents comprised a diverse range of company sizes, grouped as small (fewer than 10k units) to very large (over 60k units), with significant representation from large companies having 25,000 to 59,999 units in their portfolio. Along with company size, the respondent organizations were categorized as either Owner & Operator, Owner and Third-Party Manager, and Third-Party Manager.

Questions within the survey focused on technology utilization spanning 32 distinct Customer Experience areas; 25 customer-facing and 7 internally-facing, all which support the customer journey. Key questions were:

→ How many apps are operators managing throughout the customer journey?

→ Which customer touchpoints do companies view as being the most impactful customer service opportunities?

→ What customer touchpoints are currently automated? What are the obstacles to automating additional touchpoints; time, money, resources, expertise, human-first culture, etc.?

→ When a new application is added to the technology stack, what are the most pressing goals?

→ How are companies measuring the impact of applications on the customer experience? On internal operations?

Although the survey requested data related to in-use technology, specific technology brands were not named in the initial survey results or final report. Responses were carefully anonymized and aggregated to maintain respondent confidentiality. The results were analyzed to produce the 2023 Customer Experience (CX) Technology Report.

Summary Observations & Findings

The results of the survey reveal that most multifamily operators utilize 10 to 20 different solution providers throughout the customer journey. The wide array of technology solutions are predominantly managed by the Marketing department, followed by the Property Operations and Technology teams.

Most companies apply a structured approach to technology adoption, with 95% of companies emphasizing the importance of setting explicit goals and objectives when implementing new solutions. Almost 61% of survey respondents consider improving efficiencies as their top priority; ancillary revenue is not a primary driver. Factors like customer service and satisfaction also play a significant role, while compliance and cost reduction have varied importance among survey respondents.

Roughly 42% of companies state that customers have benefited most from 'Attract and Engage' technology. In the next 12 to 18 months, companies are poised to invest more in enhancing the 'Resident Experience' and 'Renewals' touchpoints within the customer journey, along with refining the 'Application' process.

All respondents view budget constraint as a significant obstacle when implementing new technologies. Additionally, balancing human interaction and the use of technology at customer touchpoints to support a company's culture and brand is seen as an obstacle when adopting new technology. Not only do companies report resource constraints for the research, identification and evaluation of viable solutions, they report the lack of resources (which include time, knowledge, dedicated people, etc.) to fully support the solution once implemented.
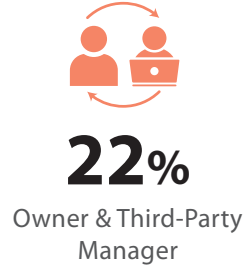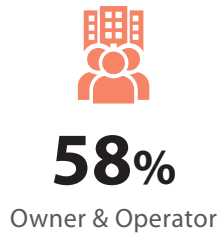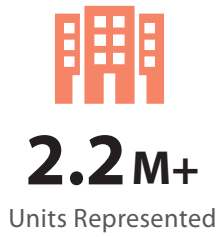
Companies prioritize the measurement of engagement, especially when deploying new technology solutions. This focus emphasizes the commitment to understanding customer interactions and refining, when necessary. A diverse set of tools and metrics are used to measure engagement, including Google Analytics, conversion ratios, vendor-provided and custom reports and dashboards, along with simple metrics like views, clicks and time spent in the application.

The 2023 Customer Experience (CX) Technology Report offers a diverse, technology-agnostic, panoramic view of the multifamily customer experience technology landscape. While respondents demonstrate a strong inclination towards a wide range of technologies, from virtual tours to resident experience platforms, the road to full scale adoption is laden with challenges.
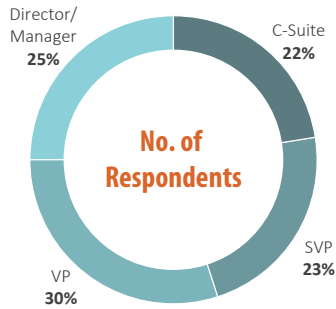
As the industry continues to evolve, these insights serve as a compass, pointing towards areas of focus, challenges to overcome, and the immense potential that technology holds in enhancing the multifamily customer journey.
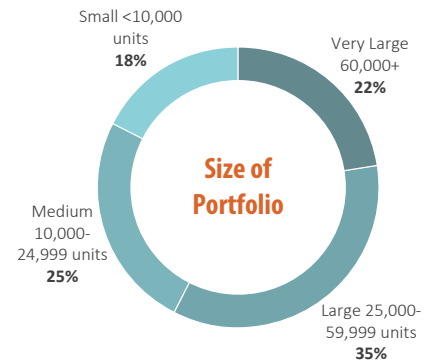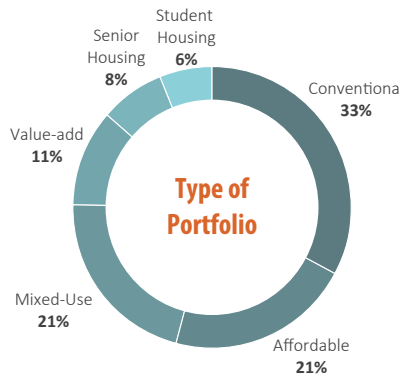
Respondent Overview

A total of 40 multifamily firms responded to the survey. Incomplete surveys were omitted from the data and analysis, so total response counts for each question can be assumed to be 40.
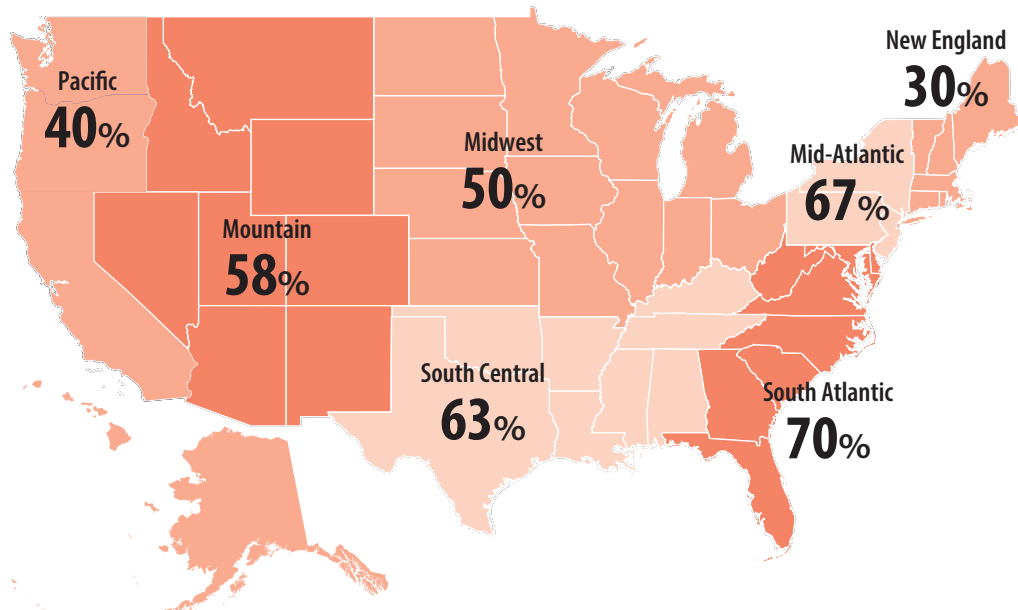
2.2 M+
Units Represented
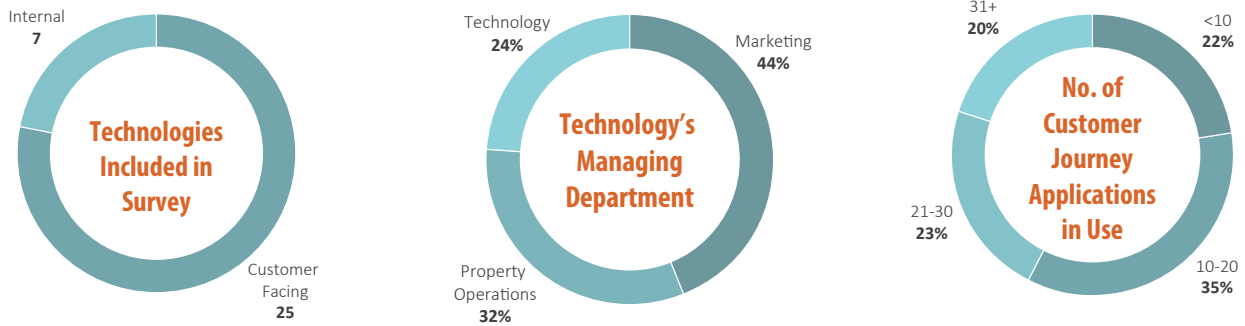
58%
Owner & Operator

22%
Owner & Third-Party Manager

20%
Third-Party Manager

Respondent Job Title

No. of Respondents

- Director/Manager **25%**
- C-Suite **22%**
- SVP **23%**
- VP **30%**

Respondent Portfolio Characteristics

Type of Portfolio

- Student Housing **6%**
- Senior Housing **8%**
- Value-add **11%**
- Conventional **33%**
- Mixed-Use **21%**
- Affordable **21%**

Size of Portfolio

- Small <10,000 units **18%**
- Very Large 60,000+ **22%**
- Medium 10,000-24,999 units **25%**
- Large 25,000-59,999 units **35%**

Portfolio Locations

Pacific **40%**

New England **30%**

Midwest **50%**

Mid-Atlantic **67%**

Mountain **58%**

South Central **63%**

South Atlantic **70%**

Technology Snapshot

Technologies Included in Survey

Internal **7**

Customer Facing **25**

Technology's Managing Department

Technology **24%**

Marketing **44%**

Property Operations **32%**

No. of Customer Journey Applications in Use

31+ **20%**

<10 **22%**

21-30 **23%**

10-20 **35%**

Customer Journey For Multifamily Resident and Survey Question Technology Areas

Attract and Engage	Tour	Application	Lease	Move In	Resident Experience	Renewal

List — Look — Lease — Live — Leave
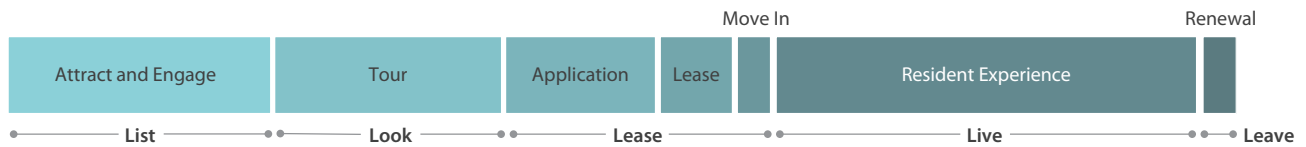
% Utilization of Internal Technology; 5-Point Internal Engagement Scale

Technology	Score	Utilization
Customer Relationship Management Program (CRM)	**4.25**	90%
Lead Nurturing	**4.14**	70%
Marketing Dashboard	**4.39**	60%
Fraud Detection	**4.33**	53%
Data Privacy/Cookie Compliance	**3.79**	38%
Call Scoring	**3.75**	35%
Resident Event Solutions	**3.50**	15%
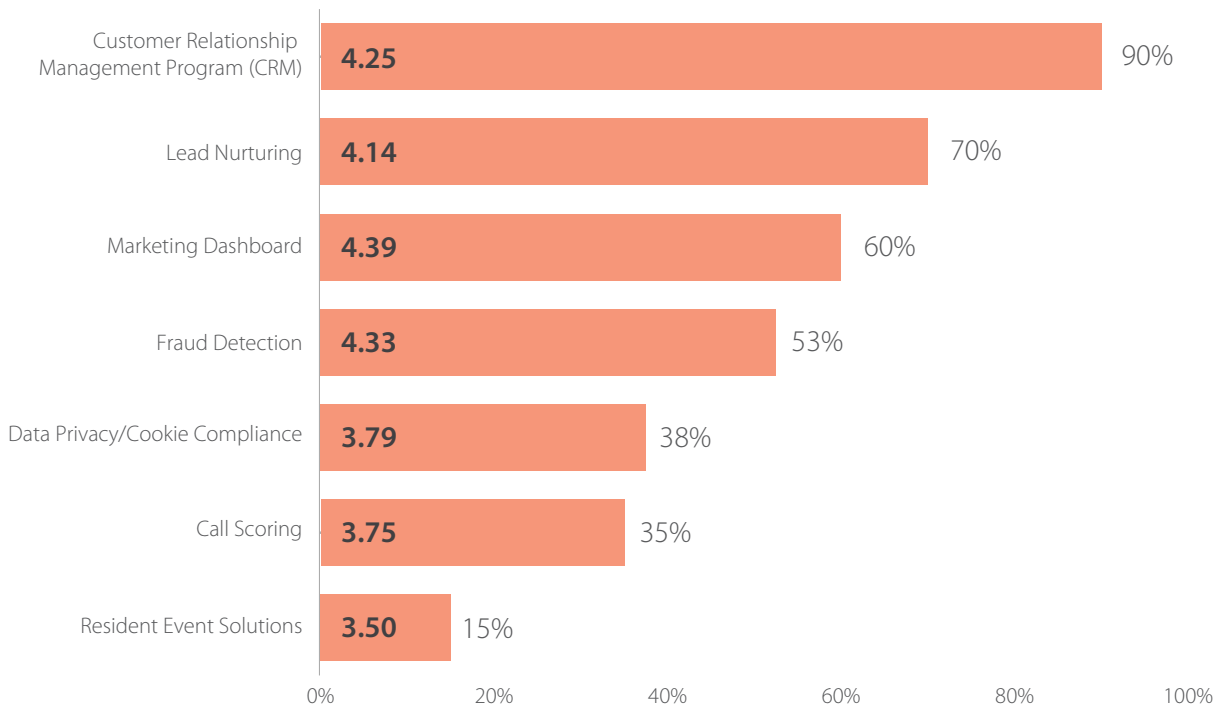
Technology Snapshot

% Utilization of Customer Facing Technology; 5-Point Customer Engagement Scale

Technology	Score	Utilization
Resident Portal	**3.93**	100%
Rent Payment	**4.35**	100%
Service/Maintenance Requests	**3.95**	100%
Virtual Tours of Units and/or Floorplans	**3.87**	95%
Applicant Portal	**4.45**	95%
Electronic Lease Signature	**4.38**	93%
Tour Self-Scheduler	**4.06**	88%
Customer Satisfaction Surveys	**4.15**	85%
Self-Service Package Management	**3.97**	80%
Virtual Tour of Property Amenities	**3.39**	78%
Automated Applicant Screening	**4.33**	78%
Virtual Leasing Assistant	**4.40**	75%
Self-Guided Tours	**3.32**	73%
Interactive Unit Availability Map	**3.86**	70%
Accessibility Solutions	**3.75**	65%
Call Center	**4.13**	65%
Live Video Tour with Property Representative	**3.06**	60%
Security Deposit Alternatives	**3.90**	50%
Resident Move-in/Move-out	**3.89**	50%
Amenity Reservations	**3.59**	45%
Self-Service Renewals	**3.59**	43%
Resident Reward Solutions	**3.93**	40%
Flexible Rent Payment	**4.14**	35%
Pet Screening	**3.50**	25%
Concerige Services	**3.71**	18%

Attract and Engage and Lead Areas Benefit Most from New CX Technology

What area of the customer journey has benefited most from new CX technology solutions?

Category	Value
Attract and Engage	42%
Lead	32%
Application	10%
Tour	8%
Resident Experience	5%
Renewal	3%

CX Survey Insights

→ The COVID-19 pandemic forced operators to quickly reimagine the leasing process. As a result, the early phases of the customer journey, including attracting, engaging potential residents, and handling leads, saw the most significant advantages from the introduction of new technology solutions.

Industry Insights

→ 51% of multifamily property managers surveyed perceive that resident expectations for better community technology have increased.

Voice of the Customer

→ Zego's 2023 Resident Experience Management Report ranks a "technology-enabled lifestyle" as the most important resident experience aspect for renters.[1]

Source: [1]*2023 Resident Experience Management Report (Zego)*

Resident Experience and Renewal are the Next Focus Areas

Which areas of the customer journey will your company focus on in the next 12-18 months?

Area	Percentage
Resident Experience	19%
Renewal	16%
Application	14%
Move-in	11%
Lead	11%
Tour	10%
Attract and Engage	10%
Lease	9%

CX Survey Insights

Based on survey feedback, the Resident Experience area has the most potential for immediate focus:

→ 40% utilization of Self-Serve Renewals

→ 43% utilization of Amenity reservations

→ 40% utilization of Resident Reward solutions

→ 17.5% utilization of Concierge Services with a high customer engagement ranking of 4.75

Industry Insights

→ "57% of rental housing providers are placing the management of resident relationships above all else when it comes to investment dollars."[1]

→ According to a study performed by McKinsey, a thoughtful customer journey can boost customer satisfaction by 20%.[2]

Voice of the Customer

"Today's residents are accustomed to convenience and ease of use in their everyday lives. The right property technology (PropTech) can provide communities with safety, comfort, community, security and more. This also returns valuable time to on-site teams, easing the operational load that is so needed."[3]

Source: [1]*Resident Retention for MF Owners and Investors 2023 Update*, [2]*Experience-led Growth: A New Way to Create Value*, [3]*2023 Multifamily Trends Guide Emily Burke, Moved*

Budget and Resources Considered Biggest Obstacles for New Tech Implementation

The number of obstacles faced by organizations when implementing new technology

Category	Percentage
3-4	52%
1-2	33%
5-6	15%
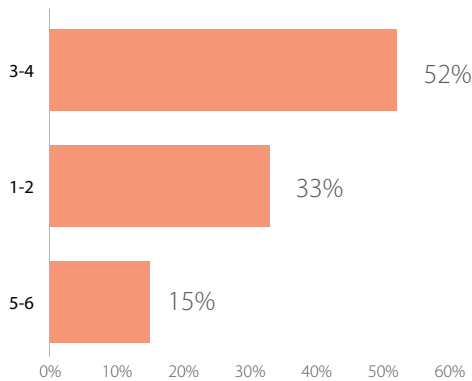
The most frequent obstacles faced by organizations

Obstacle	Percentage
Budget	25%
Lack of resources/technological support	21%
Lack of resources/time to source/vet solutions	20%
Inadequate onboarding and training on technology solutions	19%
Culture and brand that prioritizes human interaction at customer touchpoints	15%
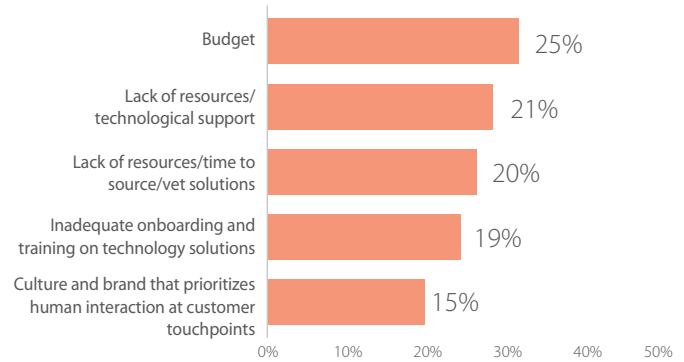
POV: Providers Discuss Obstacles

→ Adoption by the on-site teams and approval by the client(s).

→ Change aversion to software that redefines known/trusted workflows.

→ Resistance from multiple levels – hard to provide data to support all arguments.

→ Lack of vendor solutions' awareness of what problem they're solving for and how they fit into the PropTech ecosystem.

→ Pace – hard to keep up with all the options and how fast they come out.

→ Supporting multiple PMS platforms and client databases.

→ Change management internally and integration with "stack", client alignment.

→ Being fully Third-Party we have a challenge with the amount of solutions being onboarded to meet various client needs. It's a major workload and something we are addressing by implementing a centralized vetting process for all new tech programs/platforms/vendors.

→ High talent turnover.

→ Too many solution dashboards to manage and maintain.

→ Lack of integration between systems.

Defined Goals and Desired Outcomes

When a new technology is added to your stack, do you define a goal or desired outcome?

Yes - **95%**

Defined Goals and Desired Outcomes

Unsure - **5%**
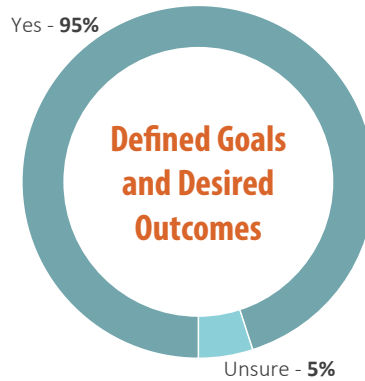
Goals when implementing new technology (Ranked)

1	2	3	4	5	6
Improved Efficiencies	Better Customer Service	Higher Customer Satisfaction	Cost Reduction	Compliance	Ancillary Revenue
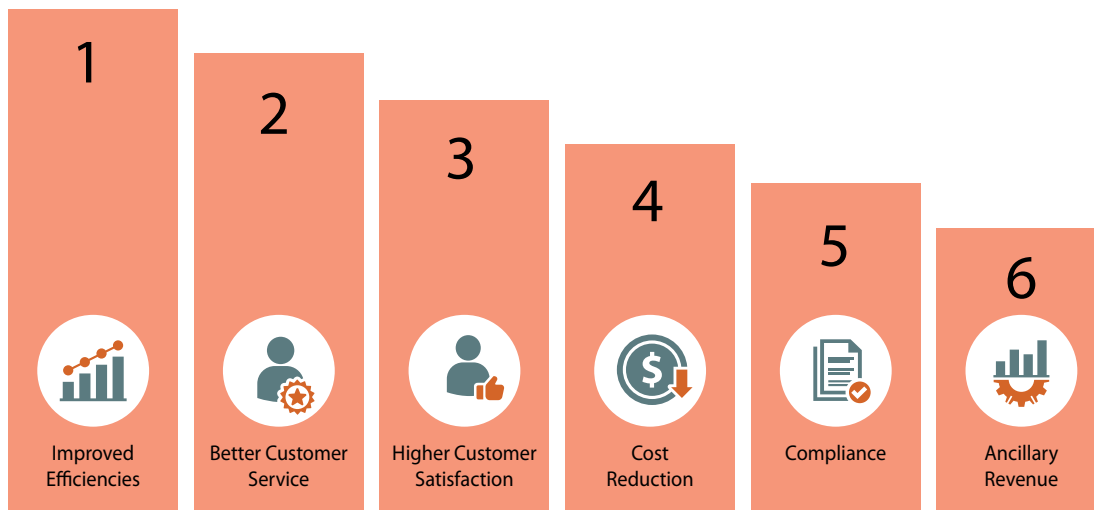
POV: Providers Discuss Tech Goals

- → Integration capabilities and consolidating tech stack.
- → Peace of mind thanks to measurable (and predictable) performance at key stage gates along the lead-to-leave prospect/resident experience.
- → Recruiting: Does our stack provide the opportunity to attract talent from additional candidate pools.

- → Brand differentiation.
- → Employee Morale.
- → Impact on site team members.
- → How we compare to industry peers using like technology.
- → In general, ROI.
- → Creating "efficiencies" for our team member's time is very valuable to us.

Digitally-Supported Touring Experience

Digitally-Supported Tour Solutions:
Virtual Tours of Units and/or Floorplans

Virtual tours of units and floorplans offer a digital or online experience that allows a prospect to explore and visualize an apartment without being physically present. These tours provide an immersive and interactive way to view a potential apartment unit to rent.

Do you offer virtual tours of units and/or floorplans?
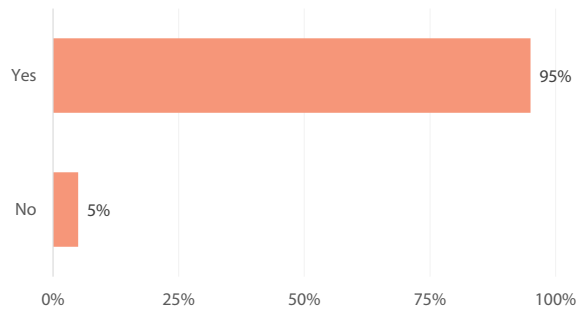
Yes	95%
No	5%

Which department is the primary manager of the technology solution?

Marketing	79%
Property Operations	13%
Technology	8%

Are you measuring engagement with this technology?

Yes	77%
No	18%
Unsure	5%

How would you rank customer engagement with this technology?

3.9

★ ★ ★ ★ ☆

1 = Low   5 = High
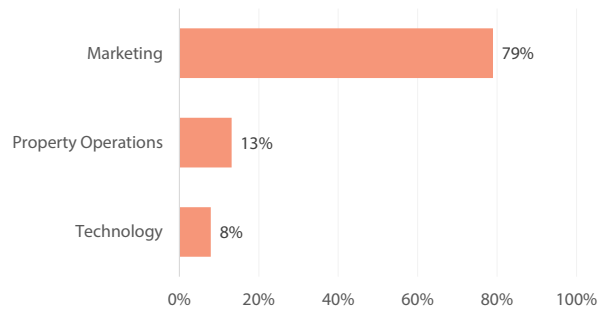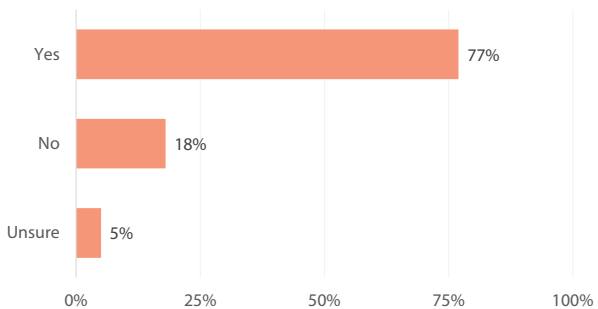
CX Survey Insights

→ 95% of those who responded to the survey provide virtual tours of units and/or floorplans; over half of the companies surveyed use at least two different solutions.

→ The engagement level with virtual tour technology is high at 3.9 of 5; 49% ranked engagement as either a 4 (39%) or 5 (10%).

Industry Insights

→ "Video retains consumers at a higher rate than any other form of content and is more trackable."[1]

→ According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report, when asked which forms of digital content were the most valuable in their rental home search, 45% of respondents indicated interactive virtual/3D (up from 35% in 2022).[2]

Voice of the Customer

→ According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report, 27% of respondents rented an apartment home without physically visiting the property in person.[2]

Source: [1]*2023 Multifamily Trends Guide, Kristi Fickert, Realync*, [2]*2024 NMHC/Grace Hill Renter Preferences Survey Report*

Digitally-Supported Tour Solutions:
Virtual Tours of Property Amenities

Virtual tours of property amenities offer potential renters a digital representation or simulation of the amenities throughout the property, allowing prospective renters the ability to explore and evaluate the amenities without being physically on-site.

Do you offer virtual tours of property amenities?
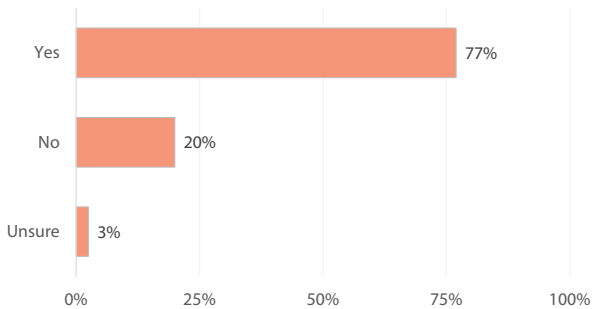
Yes	77%
No	20%
Unsure	3%

Which department is the primary manager of the technology solution?

Marketing	91%
Property Operations	6%
Technology	3%

Are you measuring engagement with this technology?

Yes	68%
No	29%
Unsure	3%

How would you rank customer engagement with this technology?

3.4

★ ★ ★ ⯨ ☆

1 = Low   *5 = High*
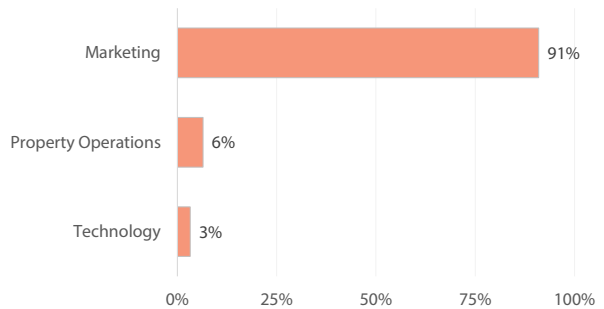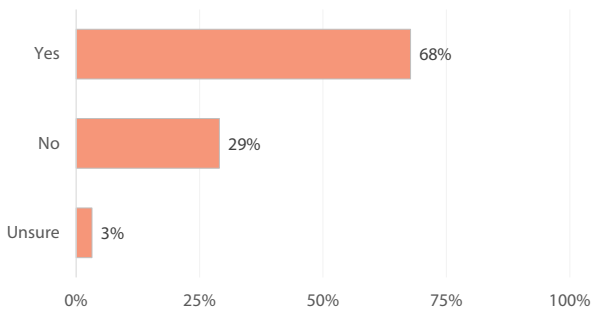
CX Survey Insights
→ 77% of respondents offer virtual tours to showcase amenities; 45% of these companies utilize at least two distinct solutions.
→ Of the companies that offer virtual tours for units/floorplans and amenities, 29% opt for a different primary technology solution specifically for the amenities.

Industry Insights
→ Developing video assets ranks among the top 3 tasks for which marketers wish they had more time to dedicate focus.[1]
→ "Advances in virtual reality deem video the ideal virtual tour technology."[2]

Voice of the Customer
→ "Consumers want unit-level video content, personalized video content on amenities, and the like will set communities up for success."[3]

Source: [1]*State of MFH Marketing Guide*, [2]*2023 Multifamily Trends Guide, Dom Beveridge, TFT Consulting,*
[3]*2023 Multifamily Trends Guide, Jacob Carter, Nurture Boss*

Digitally-Supported Tour Solutions:
Tour Self-Scheduler

Tour self-scheduler technology allows a prospective resident to independently book property viewing appointments based on available time slots without the need for direct communication with the property staff to schedule the tour.

Do you offer tour self-scheduler technology?
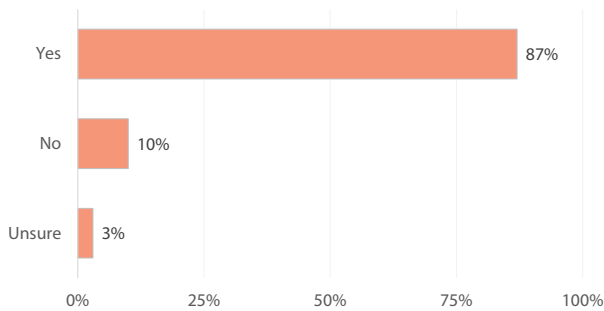
Yes	87%
No	10%
Unsure	3%

0%   25%   50%   75%   100%

Which department is the primary manager of the technology solution?

Marketing	79%
Property Operations	15%
Technology	6%

0%   25%   50%   75%   100%

Are you measuring engagement with this technology?

Yes	77%
No	23%

0%   25%   50%   75%   100%

How would you rank customer engagement with this technology?

4.1

★ ★ ★ ★ ☆

1 = Low   5 = High
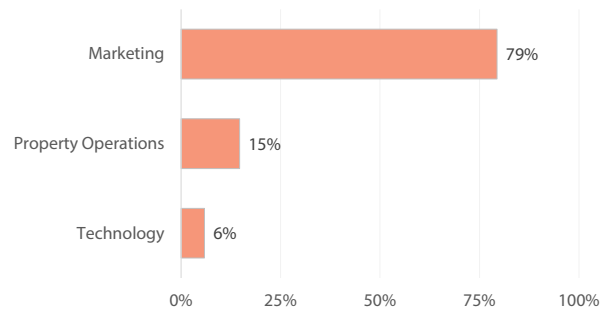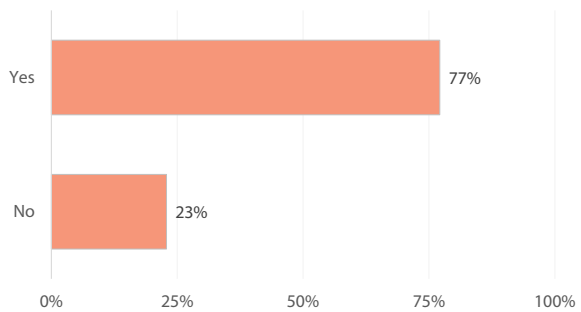
CX Survey Insights

→ 87% of survey respondents report offering tour self-scheduler; 40% of companies are using 2 or more technology solutions.

→ Of the survey respondents, the Owner & Operators have the highest adoption rate of tour self-scheduler while Third-Party Managers report having the lowest adoption rate.

Industry Insights

→ "To maintain both efficiency and beneficial connections with renters, property managers will need to find a balance between technology (which lowers workflow expenses) and human interaction (which strengthens renters' relationships)."[1]

Voice of the Customer

→ "Renters are increasing their expectations around flexibility and convenience".[2]

Source: [1]*Coping with 2023's Multifamily Headwinds*, [2]*2023 Resident Experience Management Report (Zego)*

Digitally-Supported Tour Solutions:
Interactive Unit Availability Map

An interactive unity availability map offers prospects a user-friendly way to assess the availability, location and other valuable unit attributes prior to moving on to the application process.

Does your website offer an interactive unit availability map?
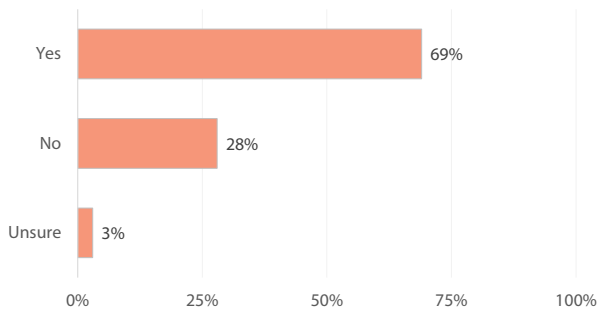
Yes	69%
No	28%
Unsure	3%

Which department is the primary manager of the technology solution?

Marketing	92%
Property Operations	4%
Technology	4%

Are you measuring engagement with this technology?

Yes	83%
No	6%
Unsure	11%

How would you rank customer engagement with this technology?

3.9
★ ★ ★ ★ ☆
1 = Low   5 = High
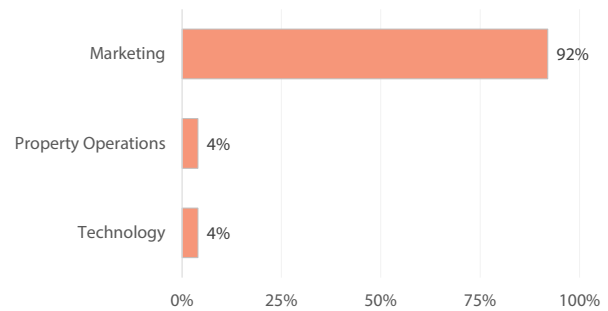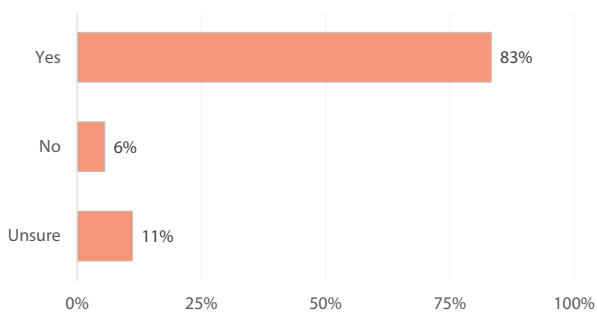
CX Survey Insights
- → 69% of respondents report using interactive unit availability maps, with 83% measuring engagement. Engagement with this technology is relatively high: 3.9 out of 5.
- → More than 10 different metrics and methods are used for measuring engagement.
- → Companies utilize a mix of analytics tools, vendor reports, and specific engagement metrics.

Industry Insights
- → Unit availability should be an early factor to consider in the search process. "It is unlikely that prospects will tolerate wasting time searching for properties with no available units."[1]

Voice of the Customer
- → "According to Apartments.com's research, 'The Listing of the Future,' 80% of renters prioritize the location of the unit within a building."[1]
- → According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report, when asked which forms of digital content were the most valuable in their rental home search, 36% of respondents indicated unit location on a property map.[2]

Source: [1]_Rethinking Multifamily Websites (20for20)_, [2]_2024 NMHC/Grace Hill Renter Preferences Survey Report_

Digitally-Supported Tour Solutions:
Self-Guided Tours

Self-guided tours provide a flexible and convenient property and unit viewing experience allowing a prospect to explore at their own pace, without the presence of a property staff member.

Does your company offer self-guided tours?
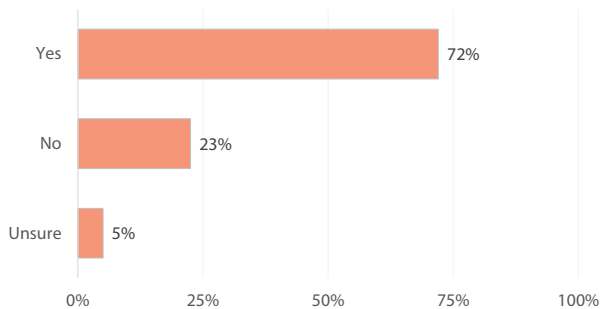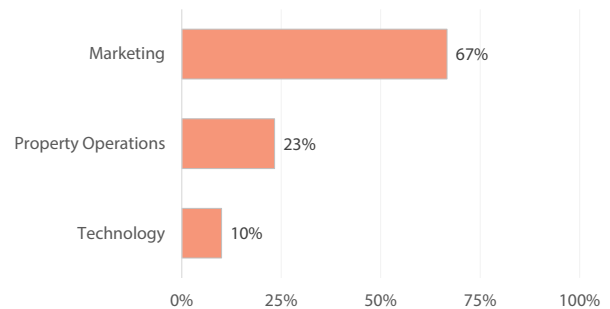
Yes	72%
No	23%
Unsure	5%

Which department is the primary manager of the technology solution?

Marketing	67%
Property Operations	23%
Technology	10%

Are you measuring engagement with this technology?

Yes	80%
No	13%
Unsure	7%

How would you rank customer engagement with this technology?

3.2

★ ★ ★ ☆ ☆

1 = Low   5 = High
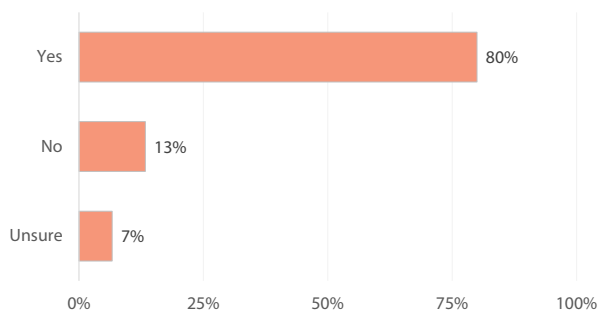
CX Survey Insights

→ Self-guided tours are offered by 72% of the survey respondents, with moderate engagement.

→ Owner & Operators and Large Companies (25,000-59,999 units) have the highest adoption of self-guided tours.

Industry Insights

→ "With more users choosing self-serve options, property marketing must focus on directing demand toward a streamlined online application process rather than prioritizing in-person interactions."[1]

→ "Self-guided tours tend to be short (typically under 15 minutes), suggesting that the prospect has all the information they need before arriving at the property. If we assume that a prospect's search will normally include a physical tour, the objective should be to make the tour confirmatory rather than educational."[1]

Voice of the Customer

→ Renter behavior still favors in-person, guided tours. 71% of renters report they received an in-person tour with a community representative when asked about their most recent home search, 38% reported utilizing self-guided tour options.[2]

→ Of the respondents who preferred a self-guided tour, convenience with their schedule was a highly rated benefit of scheduling a self-guided tour.[2]

Source: [1]*Rethinking Multifamily Websites (20for20)*, [2]*2024 NMHC/Grace Hill Renter Preferences Survey Report*

Digitally-Supported Tour Solutions:
Live-Video Tour with Property Representative

A live-video tour with a property representative offers a real-time, interactive, virtual tour of the property through a video call or streaming application, in which the property representative guides the prospect through the physical property. This method combines the personal touch of a traditional property tour with the convenience of modern technology.

Does your company offer live-video tour with property representative?
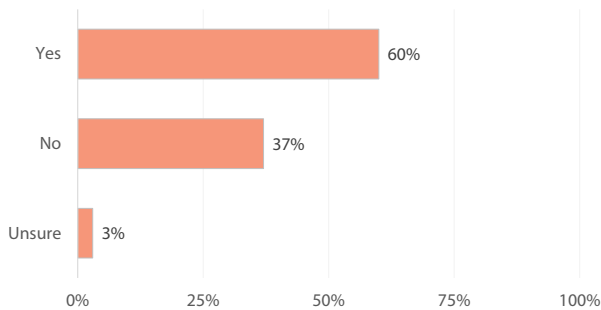
Yes	60%
No	37%
Unsure	3%

Which department is the primary manager of the technology solution?

Marketing	46%
Property Operations	33%
Technology	21%

Are you measuring engagement with this technology?

Yes	49%
No	38%
Unsure	13%

How would you rank customer engagement with this technology?

2.4

⭐⭐⯪☆☆

1 = Low   5 = High
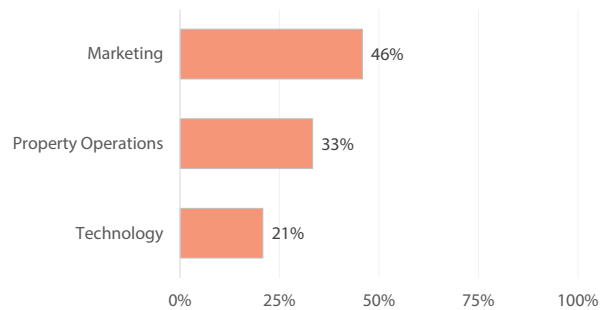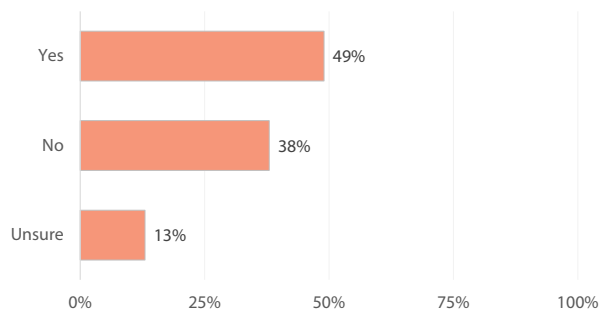
CX Survey Insights

→ 60% of survey respondents report offering live-video tours.

→ Properties are using multiple technology solutions during live-video tours including live tour specific applications, personal cell phones and web meeting applications.

→ 'Live-video tour with property representative' has the lowest engagement of all technology solutions surveyed.

Industry Insights

→ There is disparity between resident preference and resident behavior, according to the 2024 NMHC/Grace Hill Renter Preferences Survey Report. While only 2% of residents said they preferred live-video tours as part of their home search, 20% of residents participated in a live-video tour when searching for their most recent apartment home.[1]

Voice of the Customer

→ According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report, customers use of live video tours with a property representative has increased over 50% since 2022 while self guided tours have decreased slightly (2.6%) over the same time period.[1]

Source: [1]*2024 NMHC/Grace Hill Renter Preferences Survey Report*

Digitally-Supported Leasing Experience

Digitally-Supported Leasing Solutions:
Virtual Leasing Assistant

A virtual leasing assistant offers prospects a user-friendly way to interact and engage with a chat-bot to deliver fast, automated, self-service Q&A during the customer journey.

Does your company offer a virtual leasing assistant?
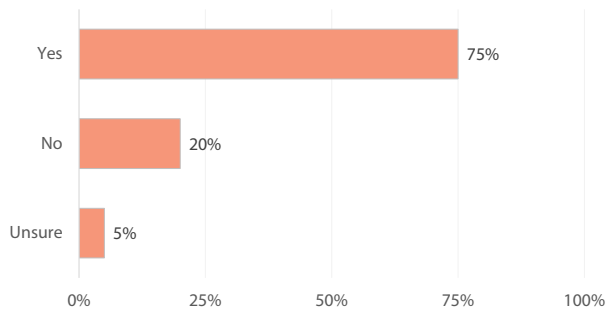
Yes	75%
No	20%
Unsure	5%

Which department is the primary manager of the technology solution?

Marketing	77%
Property Operations	20%
Technology	3%

Are you measuring engagement with this technology?

Yes	97%
Unsure	3%

How would you rank customer engagement with this technology?

4.4

★★★★⯪

1 = Low   5 = High
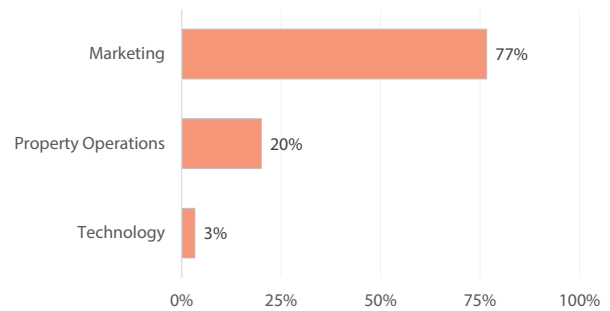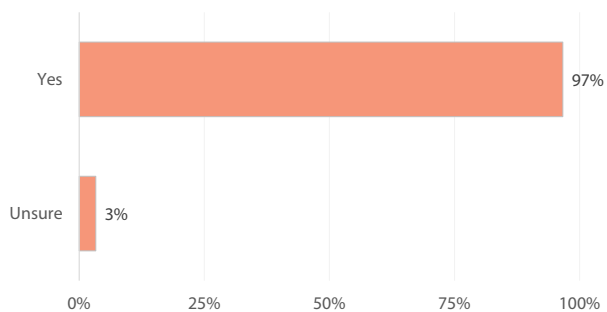
CX Survey Insights

→ 15 different technology solutions were reported in use by respondent organizations.

→ 75% of survey respondents report offering live-video tours with over 35% of respondents utilized the same, singular technology solution.

→ Medium-sized organizations reported the lowest utilization at 40%.

Industry Insights

→ "Almost one-third of all engagement happens after-hours. Centralized leasing can manage both the more menial and after-hours tasks, promoting leasing agents to be present for more larger assignments."[1]

Voice of the Customer

→ "Just like with online applications, lease signing or rent payment options, prospective tenants — especially younger searchers — expect cohesive digital experiences."[2]

Source: [1]*The Ins and Outs of Centralized Leasing*, [2]*Zillow Consumer Housing Trends Report 2022*

Digitally-Supported Applications:
Applicant Portal

Digitally-supported applications provide flexibility to the customer journey enabling a prospect to complete and submit an application using a secure online portal at their own convenience and pace.

Does your company offer a digital applicant portal?
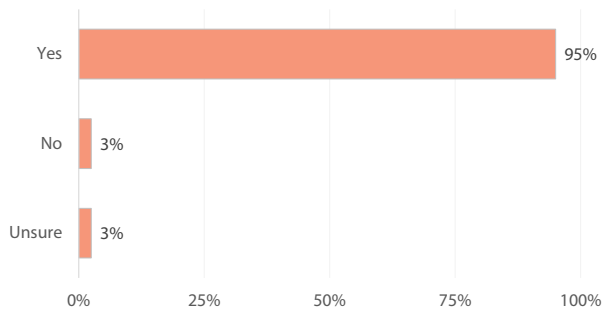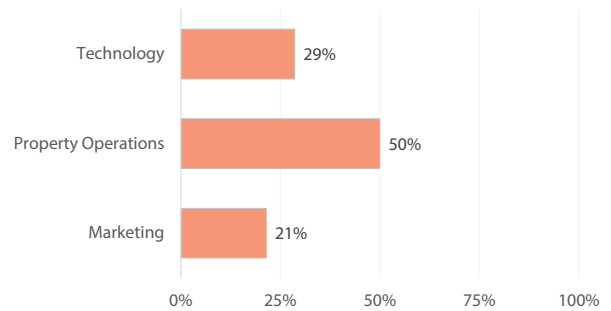
Yes	95%
No	3%
Unsure	3%

Which department is the primary manager of the technology solution?

Technology	29%
Property Operations	50%
Marketing	21%

Are you measuring engagement with this technology?

Yes	71%
No	16%
Unsure	13%

How would you rank customer engagement with this technology?

★ ★ ★ ★ ☆ 4.4

1 = Low   5 = High
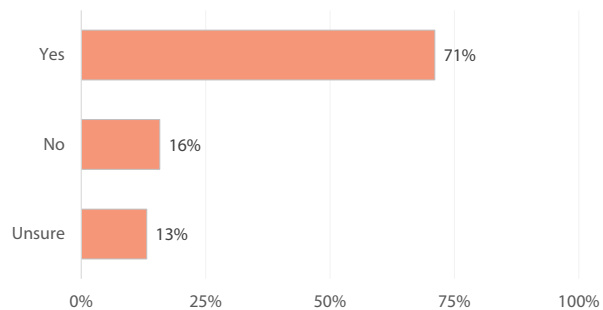
CX Survey Insights

→ Applicant Portal technology ranks the highest for customer engagement out of all technology surveyed.

→ 76% of respondents report using their PMS offered solution as their primary Applicant Portal.

→ Respondents using Applicant Portal tech indicate that having full stack integration provides visibility into the Application step, resulting in improved KPI analysis.

Industry Insights

→ Using an applicant portal is an easy and efficient way to request and store applicant documents.

→ Use of this technology relieves burden on onsite staff while providing applicants with the self-service experience they desire.

Voice of the Customer

→ 69% of recent renters reported completing lease applications online.[1]

→ 79% of renters indicated they would complete pre-qualification forms on a company's website.[2]

Source: [1]*Zillow Consumer Housing Trends Report 2022*, [2]*2024 NMHC/Grace Hill Renter Preferences Survey Report*

Digitally-Supported Applications:
Automated Applicant Screening

Automated applicant screening offers real-time financial and identity verification of the applicant. This streamlined method increases efficiency and productivity for property personnel, decreases data entry errors and ensures compliance with Fair Housing and other governing housing laws.

Does your company offer automated applicant screening?

Yes	77%
No	13%
Unsure	10%

Which department is the primary manager of the technology solution?

Property Operations	49%
Technology	42%
Marketing	9%

Are you measuring engagement with this technology?

Yes	58%
No	19%
Unsure	23%

How would you rank customer engagement with this technology?

4.2
★ ★ ★ ★ ☆
1 = Low   5 = High

CX Survey Insights

→ 77% of survey respondents report offer automated applicant screening.

→ 49% of the surveyed companies indicated Property Operations managed the screening solution while 42% indicated that the IT Group managed this followed by Marketing with 9%.

→ Of the company types that offer automated screening, Third-Party Managers ranked the highest.

Industry Insights

→ "Traditional applicant screenings do not necessarily provide a sufficient hedge against the risks of slow or default collections."[1]

Voice of the Customer

→ "The staff time it takes to vet applicants was among the most significant challenges for 69% of respondents. Previous surveys indicate property staff spend between four and 10 hours on the vetting process for each applicant."[2]

→ The most time- consuming steps of tenant screening for property staff are verifying bank statements, verifying pay stubs and checking references.[2]

Source: [1]*Coping with 2023's Multifamily Headwinds*, [2]*Snappt 2022 State of Apartment Screening Survey*

Digitally-Supported Applications:
Pet Screening

Digital pet screening technology offers a streamlined process for completing pet background checks. This method ensures compliance with company pet policy and assistance/service animal policy.

Does your company offer pet screening?

Yes	25%
No	60%
Unsure	15%

Which department is the primary manager of the technology solution?

Property Operations	100%

Are you measuring engagement with this technology?

Yes	70%
No	20%
Unsure	10%

How would you rank customer engagement with this technology?

3.5

★ ★ ★ ⯨ ☆

1 = Low   5 = High

CX Survey Insights

→ 100% of respondents utilizing pet screening technology noted that Property Operations staff managed the pet screening.

→ With few technology options available, all respondents who are offering digital pet screening are using one singular tech solution.

→ Respondents report incentivizing digital pet screening tying usage to commissions.

Industry Insights

→ Pet screening solutions include options for verifying the eligibility of assistance and service animals as well as providing assistance with creating and maintaining pet policies.

→ Pet screening solutions assist with reducing site staff engagement regarding the evaluation of pet eligibility or interpreting policies.

Voice of the Customer

→ According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report, 38% of respondents report having a pet, emotional support animal or service animal and 50% of renters are more likely to choose a pet friendly community.[1]

Source: [1]*2024 NMHC/Grace Hill Renter Preferences Survey Report*

Digitally-Supported Leasing:
Security Deposit Alternative

Security deposit alternatives provide financial flexibility which replaces the traditional security deposit payment requirements. These more affordable alternative methods benefit both prospects and property companies.

Does your company offer a security deposit alternative?

Yes	50%
No	38%
Unsure	13%

Which department is the primary manager of the technology solution?

Property Operations	71%
Technology	19%
Marketing	10%

Are you measuring engagement with this technology?

Yes	62%
No	10%
Unsure	29%

How would you rank customer engagement with this technology?

3.8

★★★★☆

1 = Low   5 = High

CX Survey Insights
→ Adoption is highest among small and very large operators.
→ Although adoption among large operators is only 50%, 6 out of 7 of the large operators that have adopted this technology are measuring engagement.
→ A majority of respondents indicated that engagement is measured by the technology tool itself or reporting from their PMS system.

Industry Insights
→ Legislative changes in some areas are requiring rental housing providers to offer security deposit alternatives.[1]

Voice of the Customer
→ 85% of renters reported paying a security deposit, regardless of what type of property they rented.[2]
→ According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report, 35% of respondents say that security deposit alternatives would be very important or absolutely essential in improving their current financial health.[3]

Source: [1]*Coping with 2023's Multifamily Headwinds*, [2]*Zillow Consumer Housing Trends Report 2022*, [3]*2024 NMHC/Grace Hill Renter Preferences Survey Report*

Digitally-Supported Lease Documentation:
Electronic Lease Signature

Electronic lease signature technology allows an applicant or active resident to independently review and sign the lease agreement at a convenient time and pace without the need for direct communication with the property staff.

Does your company offer electronic lease signature?

Yes	92%
No	5%
Unsure	3%

Which department is the primary manager of the technology solution?

Technology	46%
Property Operations	46%
Marketing	8%

Are you measuring engagement with this technology?

Yes	54%
No	24%
Unsure	22%

How would you rank customer engagement with this technology?

4.4

★★★★☆

1 = Low   5 = High

CX Survey Insights

→ 92% of survey respondents report offering an electronic lease signature. Technology and Property Operations are tied for being the primary managers of this technology solution.

→ Owner and Operator companies have the highest adoption rate of electronic lease documentation.

→ Only 54% of survey respondents reported measuring engagement, yet the engagement ranking is 4.4.

Industry Insights

→ The greatest risk with digital signature technology is the potential for invalid or fraudulent signatures, which could render a lease non-binding.[1]

Voice of the Customer

→ According to the Zillow Consumer Housing Trends Report (2022), 36% of renters signed their leases electronically.[2]

Source: [1]*Electronic Signature For Landlords: A Must-Have* [2]*Zillow Consumer Housing Trends Report (2022)*,

Digitally-Supported Resident Experience

Welcome to RESIDENT PORTAL
View the App   View the Website

Maintenance Request
Name
No.

Reservation
Fitness Center
Pool
Spa
Reservation Time

RENT receipt
Rent Receipt
Date _____ No. _____
Received From _____ $ _____
Cash
Ch

Digitally-Supported Resident Experience:
Resident Portal

Resident portal technology offers residents a convenient, self-service platform to submit rental payments and maintenance requests, participate in community engagement events, and stay informed of upcoming property events and general information.

Do your properties offer a resident portal or a resident experience technology solution?

Yes	100%

Which department is the primary manager of the technology solution?

Technology	47%
Property Operations	28%
Marketing	25%

Are you measuring engagement with this technology?

Yes	67%
No	25%
Unsure	8%

How would you rank customer engagement with this technology?

3.9

★ ★ ★ ★ ☆

1 = Low   5 = High

CX Survey Insights

→ All survey participants reported using a resident portal technology, with relatively high engagement.

→ 67% of respondents are measuring engagement and using resident usage and surveys to measure engagement.

Industry Insights

→ "It's proven that residents who are engaged with their local community are often happier than those who are not and tend to post beaming reviews about where they live on websites."[1]

→ "A mobile portal enables resident to complete important life admin, like paying rent, booking the gym or swimming pool, reading the latest community announcement-without having to reply on anyone else."[1]

Voice of the Customer

→ "Renters may not use the word "centralization," but they want the centralized experience that comes with a great mobile app or portal because of increased convenience and digital interaction."[2]

→ 79% of renters say they think they should be able to get everything they need from their property manager via direct message, text or chat.[2]

Source: [1]*Building Community Engagement – Why a Resident Portal Has Become a Necessity*, [2]*2023 National Multifamily Renter Study (RealPage)*

Digitally-Supported Resident Experience:
Move-In & Move-Out

Move-in and move-out solutions streamline the process of progressing an approved applicant to an active resident while ensuring all associated tasks are handled efficiently by both the resident and the property staff.

Do your properties offer resident onboarding through a move-in & move-out technology solution?

Yes	49%
No	38%
Unsure	13%

Which department is the primary manager of the technology solution?

Marketing	40%
Technology	35%
Property Operations	25%

Are you measuring engagement with this technology?

Yes	80%
No	15%
Unsure	5%

How would you rank customer engagement with this technology?

3.6

★ ★ ★ ⯪ ☆

1 = Low   5 = High

CX Survey Insights
- → Nearly half (49%) of those surveyed provide a digital move in/move out process, and of those, 20% employ at least two different technological solutions.
- → Owner & Operators and large companies (25,000-59,999 units) have the highest adoption rates.

Industry Insights
- → Property managers rank facilitating smooth move-in & move-out in the top 10 challenges when it comes to resident experience.[1]

Voice of the Customer
- → According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report, 39% of renters say an orientation on move-in is very important and 29% say it is absolutely essential.[2]

Source: [1]*2023 Resident Experience Management Report (Zego)*, [2]*2024 NMHC/Grace Hill Renter Preferences Survey Report*

Digitally-Supported Resident Experience:
Rent Payment

Digital rent payments provide flexible, self-service convenience to the resident, eliminating the need to physically submit rental payments in person.

Do your properties offer digital rent payment?

Yes	100%

Which department is the primary manager of the technology solution?

Technology	64%
Property Operations	28%
Marketing	8%

Are you measuring engagement with this technology?

Yes	70%
No	15%
Unsure	15%

How would you rank customer engagement with this technology?

4.3

★ ★ ★ ★ ☆

1 = Low   5 = High

CX Survey Insights

→ ACH Bank Transfer Option is the most utilized digital payment method at 97%. Credit Card is second at 84%, Debit Card is third at 78%, Cash Alternative is fourth at 35%, and App based is last at 5%.

→ Conventional Portfolio Type Companies have the highest utilization of 98%.

Industry Insights

→ In 2022, a 12-point gap existed between those who typically pay rent online and those who would like to, 56% and 68%, respectively.[1]

Voice of the Customer

→ According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report, 16% of respondents have no preference for the method of rental payment as long as it's automated and only 3% of renters prefer to make their rental payments by paper check.[2]

Source: [1]*Zillow Consumer Housing Trends Report 2022*, [2]*2024 NMHC/Grace Hill Renter Preferences Survey Report*

Digitally-Supported Resident Experience:
Flexible Rent Payment

Flexible rent payment solutions offer rental payment options that provide renters with more adaptability and convenience than the traditional once-a-month payment structure. These valuable solutions cater to the diverse financial situations and preferences of the modern renter.

Do your properties offer flexible rent payment?
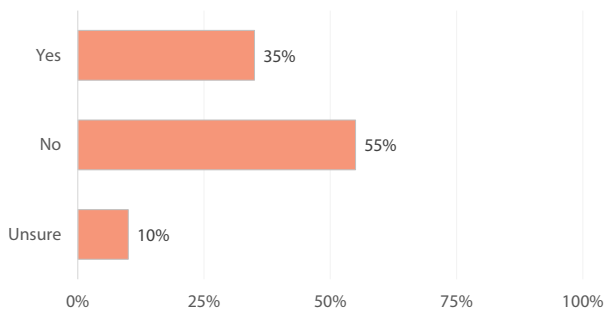
Yes	35%
No	55%
Unsure	10%

0% 25% 50% 75% 100%

Which department is the primary manager of the technology solution?

Property Operations	57%
Technology	29%
Marketing	14%

0% 25% 50% 75% 100%

Are you measuring engagement with this technology?

Yes	79%
Unsure	21%

0% 25% 50% 75% 100%

How would you rank customer engagement with this technology?

4.1

★ ★ ★ ★ ☆

1 = Low   5 = High

CX Survey Insights
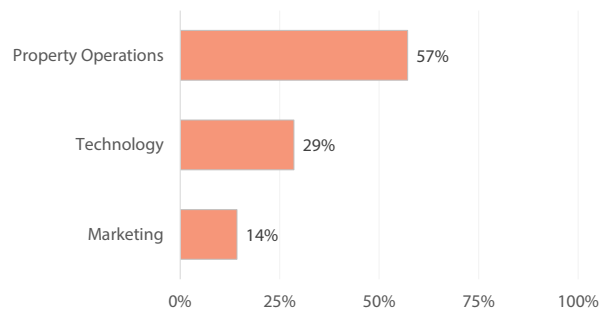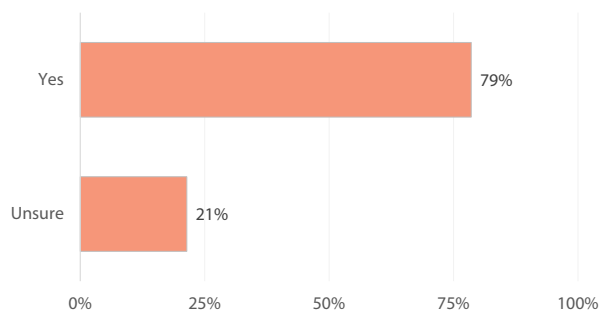
→ 35% of the survey respondents offer flexible rent payment options.

→ Engagement is ranked 4.1 out of 5; with 79% of the survey respondents measuring engagement. Most companies are utilizing vendor provided reports to measure engagement.

→ Owner & Operator respondents report having the highest adoption rate.

Industry Insights

→ Between 2019 and 2021, the share of cost-burdened renters (renters spending more than 30% of their income on rent) grew to 49% of renter households, approaching the 51 percent peak posted in 2011 in the wake of the Great Recession.[1]

→ 44% of property managers feel that resident expectations have increased in regard to more flexibility for lease terms and rent payment schedules.[2]

Voice of the Customer

→ Renters prefer flexibility to pay rent in installments that work best with their budget and cash flow.[1]

→ 27% of renters responded that flexible rent payments are very important or absolutely essential to improving their current financial health.[3]

Source: [1]*Harvard's State of the Nation's Housing 2023 Report*, [2]*2023 Resident Experience Management Report (Zego)*, [3]*2024 NMHC/Grace Hill Renter Preferences Survey Report*

Digitally-Supported Resident Experience:
Self-Service Renewals

Self-service renewal applications empower a resident to manage the process of renewing their lease autonomously. This simplifies the renewal process for the property staff and enhances the overall resident experience.
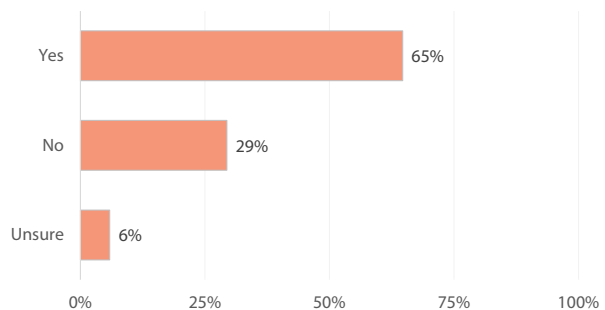
Do your properties offer self-service renewals?

Yes	42%
No	40%
Unsure	18%

Which department is the primary manager of the technology solution?

Property Operations	70%
Technology	24%
Marketing	6%

Are you measuring engagement with this technology?

Yes	65%
No	29%
Unsure	6%

How would you rank customer engagement with this technology?

3.6
★ ★ ★ ★ ☆
1 = Low   5 = High

CX Survey Insights

→ 42% of survey respondents reported using self-service renewals, with resident engagement raking 3.6 out of 5.

→ Most respondents use their property management system for self-service renewals.

Industry Insights

→ According to Zego's 2023 Resident Experience Management report, 7 out of 10 respondents think their resident retention rate is going to increase.[1]

→ Average resident retention rate for multifamily companies in 2022 was roughly 52%.[2]

→ Turnover costs are almost $4,000 per resident.[1]

Voice of the Customer

→ According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report, 45% of respondents plan to renew their lease at the end of their current lease term, up from 43% last year.[3]

→ 50% of respondents prefer an online-only renewal process.[3]

Source: [1]*2023 Resident Experience Management Report (Zego)*, [2]*RealPage Analytics,* [3]*2024 NMHC/Grace Hill Renter Preferences Survey Report*

Digitally-Supported Resident Experience:
Self-Service Package Management

Self-service package management technology offers residents an efficient, user-friendly way to retrieve designated deliveries and packages, freeing up the the property staff to engage with residents in more meaningful ways.
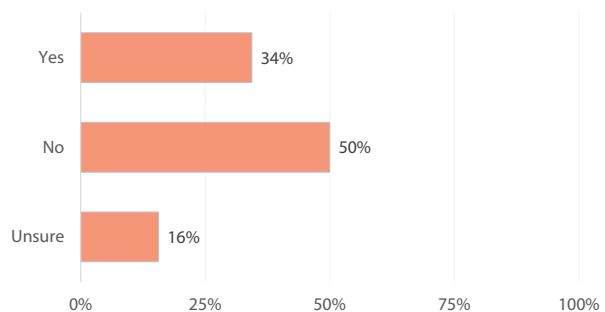
Do your properties offer self-service package management?

- Yes 79%
- No 18%
- Unsure 3%

Which department is the primary manager of the technology solution?

- Property Operations 81%
- Technology 16%
- Marketing 3%

Are you measuring engagement with this technology?

- Yes 34%
- No 50%
- Unsure 16%

How would you rank customer engagement with this technology?

4.0
★★★★☆
1 = Low   5 = High

CX Survey Insights

→ 79% of survey respondents report offering self-service package management.

→ Across the survey participants, only 34% are measuring engagement and satisfaction of their Self-Service Package system. This holds an opportunity to "hear the customer" to understand and/or improve the Resident Experience.

Industry Insights

→ "There has been an explosion in home deliveries during the past five years. According to a U.S. Census Bureau Annual Retail Trade Survey, e-commerce sales increased by $244.2 billion or 43% in 2020, the first year of the pandemic, rising from $571.2 billion in 2019 to $815.4 billion in 2020. Stay-at-home orders continued to increase even as shoppers returned to stores."[1]

Voice of the Customer

→ According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report, 67% of respondents prefer an onsite, 24/7, self-service package pick-up option (e.g.. lockers, package room) and 70% prefer the self-service package locker option.[2]

→ According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report Secure Self-Service 24/7 Package Access is ranked as the number two feature/amenity residents are most interested at 76%, up from 73% in 2022.[2]

Source: [1]*How AI Is Transforming Package Management*, [2]*2024 NMHC/Grace Hill Renter Preferences Survey Report*
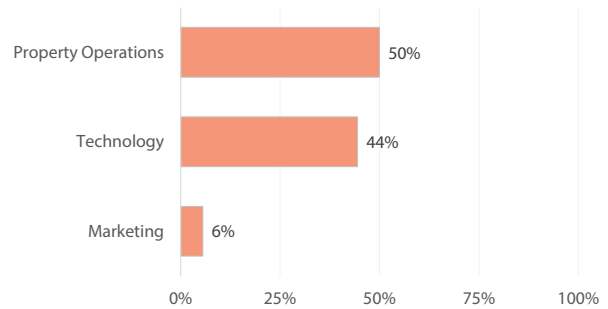
Digitally-Supported Resident Experience:
Amenity Reservations

Amenity reservation technology offers residents a convenient and user-friendly method to view and reserve community amenities, online.
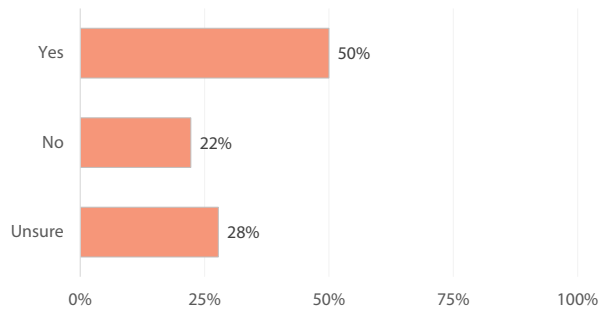
Do your properties offer digital amenity reservations?

Yes	45%
No	47%
Unsure	8%

Which department is the primary manager of the technology solution?

Property Operations	50%
Technology	44%
Marketing	6%

Are you measuring engagement with this technology?

Yes	50%
No	22%
Unsure	28%

How would you rank customer engagement with this technology?

3.4

★ ★ ★ ⯪ ☆

1 = Low   5 = High

CX Survey Insights
- → With only 45% utilization across the survey participants and 8% being unsure, Self-Service Amenity Reservations hold an opportunity to expand the Resident Experience.
- → Larger companies employ this technology predominantly, with a usage rate of 38%, whereas the usage of amenity reservation applications by very large companies is minimal, at 17%.

Industry Insights
- → According to the 2022 AppFolio Property Manager Hiring and Retention Report, 14 hours of an employee's time per week is spent on tasks that could be automated or streamlined.[1]
- → Amenity reservations are best suited for automation to free up on-site staff.

Voice of the Customer
- → 71% of tenants want controlled property and amenity access, with 20% citing it as a necessity.[2]
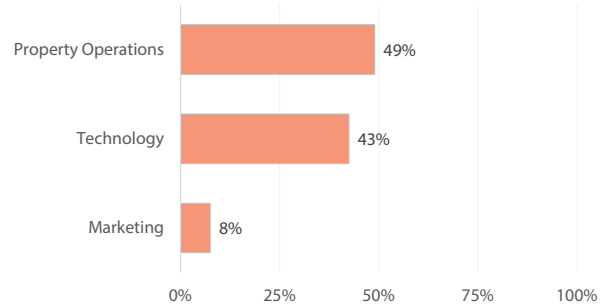
Digitally-Supported Resident Experience:
Service/Maintenance Requests

Online service/maintenance platforms allow residents to submit service requests on-demand and with ease. Service/maintenance technologies provide residents instant access to locate information and request service, regardless of time of day.
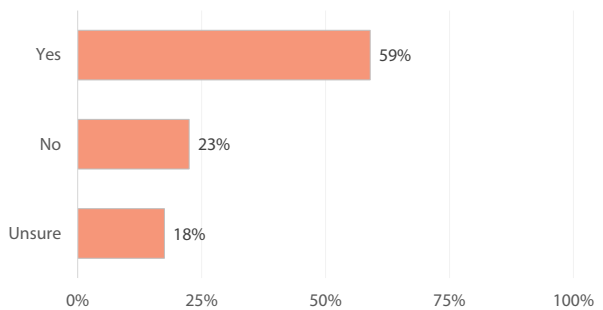
Do your properties offer digital service/maintenance requests?
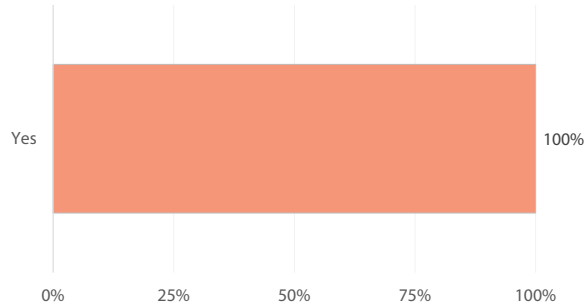
Yes — 100%

Which department is the primary manager of the technology solution?

Property Operations — 49%
Technology — 43%
Marketing — 8%

Are you measuring engagement with this technology?

Yes — 59%
No — 23%
Unsure — 18%

How would you rank customer engagement with this technology?

4.0

★★★★☆

1 = Low   5 = High

CX Survey Insights
→ 38% of survey respondents use more than one digital service/maintenance requests tech solution.
→ 59% of those surveyed indicated that they evaluate this aspect of resident interaction, which yields a high level of resident engagement.

Industry Insights
→ Lessons can be learned from the SFR model, which relies heavily on determining who should do the job, how much time is available to do it, and how much will it cost? Some activities can be outsourced to improve planning and execution of work orders and proactive maintenance.[1]
→ Community appearance & maintenance are the top challenges for property managers in managing the resident experience.[2]

Voice of the Customer
→ 52% of respondents listed "maintenance-free living" as the #1 benefit of renting.[3]
→ 32% of respondents would prefer communication related to non-emergency maintenance requests to be handled via a property app.[3]

Source: [1]*Multifamily's Tentative Progress Toward Maintenance Centralization*, [2]*2023 Resident Experience Management Report (Zego)*,
[3]*2024 NMHC/Grace Hill Renter Preferences Survey Report*

Digitally-Supported Property Management Experience
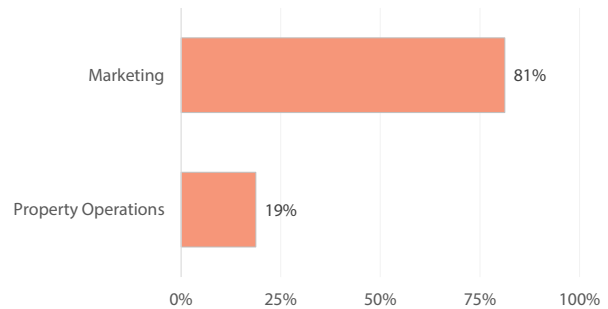
Digitally-Supported Resident Experience:
Resident Reward Solutions

Resident reward solutions are platforms that incentivize and reward residents for various actions, behaviors, or milestones related to their tenancy. The goals of these solutions is to enhance resident satisfaction, encourage lease renewals, and strengthen the landlord-resident relationship.
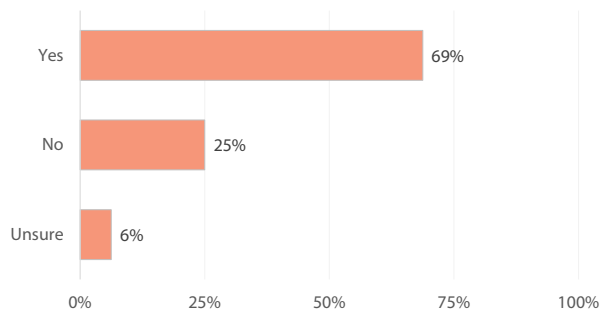
Are you offering resident reward solutions?
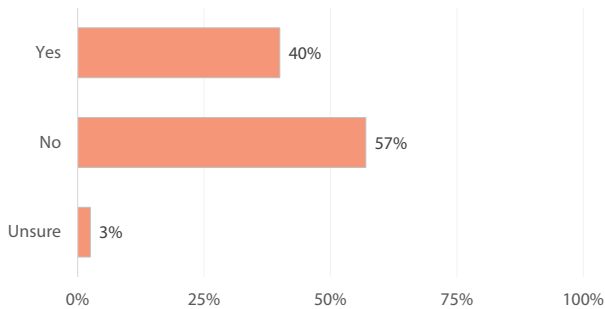
Yes	40%
No	57%
Unsure	3%

Which department is the primary manager of the technology solution?

Marketing	81%
Property Operations	19%

Are you measuring engagement with this technology?

Yes	69%
No	25%
Unsure	6%

How would you rank customer engagement with this technology?

3.8

★★★★☆

1 = Low   5 = High

CX Survey Insights

→ 57% of companies do not offer self-service resident reward solutions, although the companies that do utilize this are measuring their engagement at 69%.

→ 13% of companies employ more than one resident reward solution.

→ Large (25,000-59,999 units) and very large companies have the highest adoption rate.

Industry Insights

→ Despite the extra effort incentive programs require to set up, apartment owners and managers who have established them think they help create resident loyalty that can increase renewal rates.[1]

→ Resident rewards are often less costly than one-time incentives.[1]
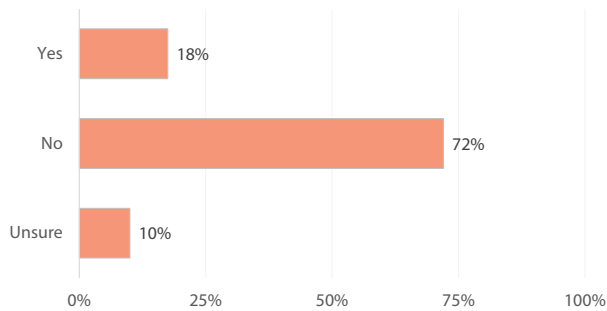
Voice of the Customer

→ "For residents, resident loyalty programs can help them save money, access rewards, and enjoy a better living experience. They also help them feel valued, respected, and connected to their property and community."[2]

Source: [1]_Apartment Companies Find Value in Rewards Programs_, [2]_How do you leverage technology and data to optimize and enhance your tenant loyalty program?_
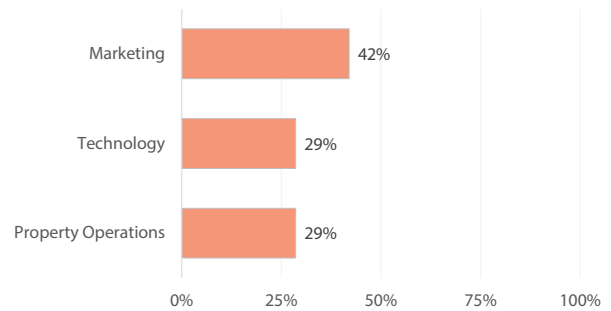
Digitally-Supported Resident Experience:
Concierge Services

Digital concierge services enable residents to track deliveries, reserve amenities, authorize guests, schedule cleaning services, and more, all on a mobile-responsive platform. As a result, residents feel more connected to the community.
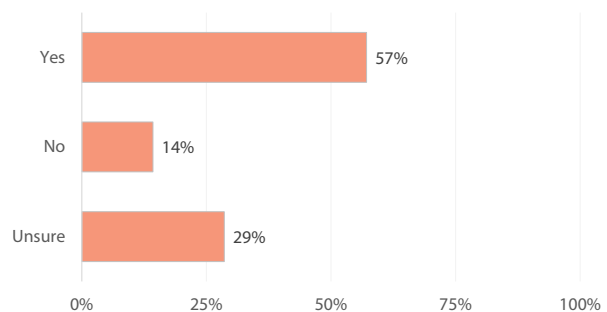
Are you offering digital concierge services?

Yes	18%
No	72%
Unsure	10%

0% 25% 50% 75% 100%

Which department is the primary manager of the technology solution?

Marketing	42%
Technology	29%
Property Operations	29%

0% 25% 50% 75% 100%

Are you measuring engagement with this technology?

Yes	57%
No	14%
Unsure	29%

0% 25% 50% 75% 100%

How would you rank customer engagement with this technology?

3.7

★ ★ ★ ★ ☆

1 = Low   5 = High

CX Survey Insights

→ With only 18% utilization across the survey participants, concierge services hold an opportunity to expand the resident experience.

→ Close to 50% of property managers state that residents expect digital concierge services[1] yet only 2% of residents agree.[2]

Industry Insights

→ 49% of property managers feel that resident expectations have increased for added concierge services.[1]

Voice of the Customer

→ While 34% showed interest in a virtual concierge service, only 2% of respondents rated a virtual concierge service as a necessity.[2]

Source: [1]*2023 Resident Experience Management Report (Zego)*, [2]*2024 NMHC/Grace Hill Renter Preferences Survey Report*
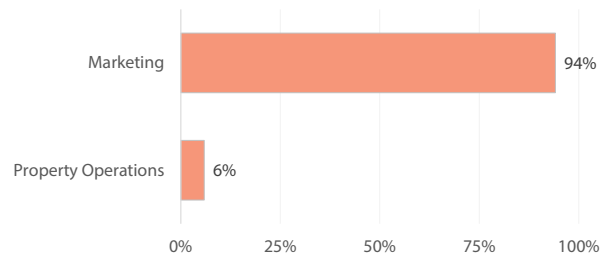
Digitally-Supported Resident Experience:
Customer Satisfaction Surveys

Customer satisfaction surveys measure residents' perceptions and experiences. They provide valuable insights into resident preferences, identify areas for improvement, and enhance resident satisfaction and loyalty.
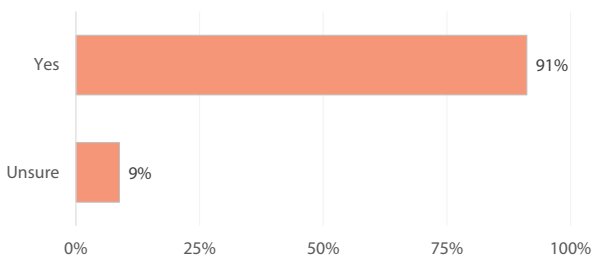
Do your properties utilize customer satisfaction surveys sent through text or email?
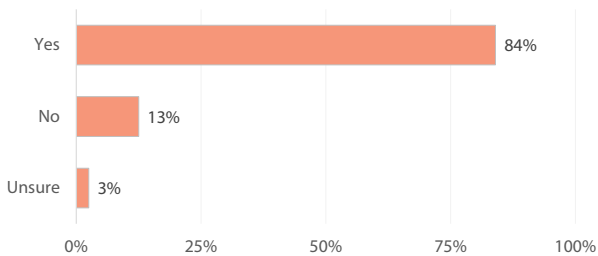
Yes	84%
No	13%
Unsure	3%

Which department is the primary manager of the technology solution?

Marketing	94%
Property Operations	6%

Are you measuring engagement with this technology?

Yes	91%
Unsure	9%

How would you rank customer engagement with this technology?

4.1

★ ★ ★ ★ ☆

1 = Low   *5 = High*

CX Survey Insights

→ 25% of the survey respondents reported similar adoption rates regardless of the number of technology solutions.

→ Senior Housing portfolios reported a 26% utilization rate and Student Housing reported with 15% utilization.

Industry Insights

→ Between rising renter expectations and new inventory, monitoring resident feedback is more important than ever.[1]

→ Acknowledging and acting on survey feedback shows residents that you value their opinions and suggestions.[1]

Voice of the Customer

→ Residents are more likely to complete surveys if they are short (5-10 questions), they are incentivized for completing them, and they are focused on a single topic.[1]

Source: [1]*2023 Resident Experience Management Report (Zego)*
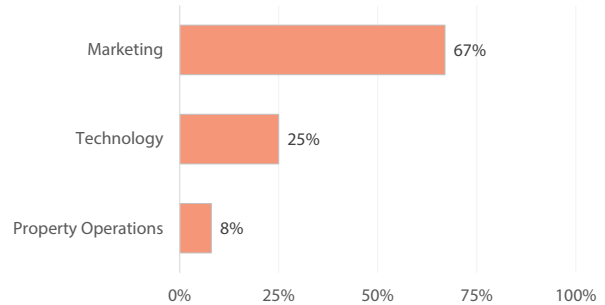
Digitally-Supported Engagement Tracking:
Marketing Dashboard

Marketing dashboards consolidate, display, and analyze marketing metrics and data related to multifamily assets and portfolios. This technology assists property owners and marketing teams in optimizing their marketing strategies, understanding customer behaviors and improving occupancy rates and customer satisfaction.
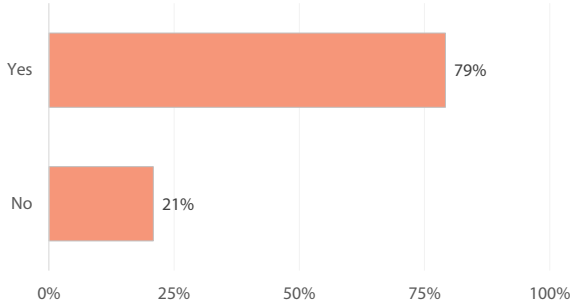
Are you utilizing marketing dashboard technology?
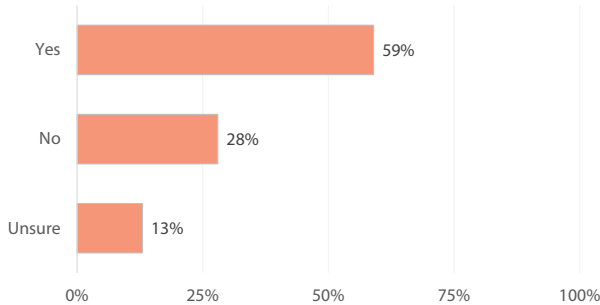
Yes	59%
No	28%
Unsure	13%

Which department is the primary manager of the technology solution?

Marketing	67%
Technology	25%
Property Operations	8%

Are you measuring engagement with this technology?

Yes	79%
No	21%

How would you rank team member engagement with this technology?

4.3
★ ★ ★ ★ ☆
1 = Low   5 = High

CX Survey Insights

→ With an overall utilization of 59%, Third-Party Managers have been slower to adopt this technology solution.

→ Highest usage is among very large (60,000+ units) and medium-sized (10,000-24,999 units) companies.

→ Overall high team member engagement at 4.3 out of 5 with various measurement tools/metrics used, including login activity, reports and analytics, and user traffic.

Industry Insights

→ By centralizing marketing data, property teams can gain a better understanding of their data and identify areas where they can improve operations and the overall resident experience.[1]

→ "Many organizations appear to be missing out on wholistic attribution models that reflect how multiple channels work together to impact leasing results."[2]
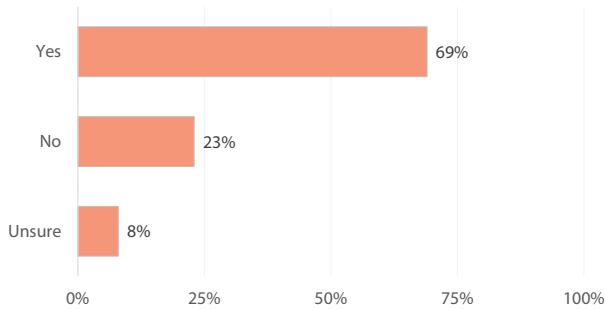
Voice of the Customer

→ Marketing teams struggle with lead follow-up and personalization demands.[2]

→ Teams feel that "not having enough time" is most common detriment to performance and rank "following up with leads" as the most time-consuming part of their role.[2]

Source: [1]*How Multifamily Centralization Boosts NOI*, [2]*State of MFH Marketing Guide*
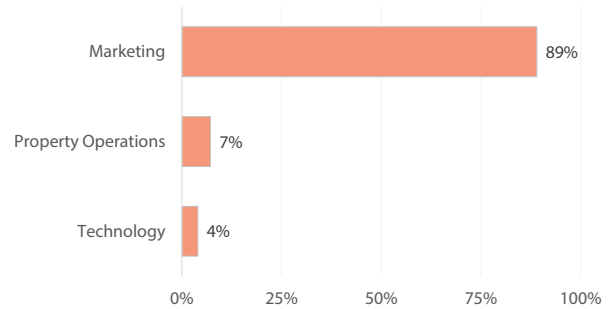
Digitally-Supported Customer Engagement:
Lead Nurturing

Lead nurturing technology provides engagement with a prospect through different touchpoints of the customer journey. Lead management offers a way to connect and build customer relationships.
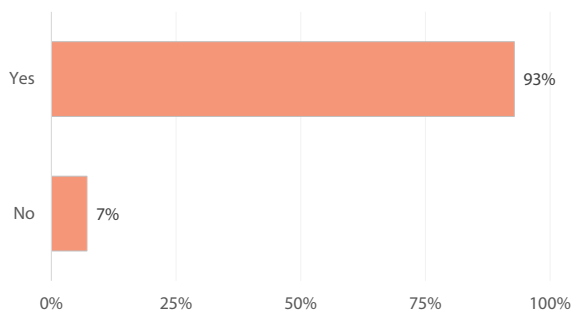
Do you utilize a lead nurturing solution?

Yes	69%
No	23%
Unsure	8%

0% 25% 50% 75% 100%

Which department is the primary manager of the technology solution?

Marketing	89%
Property Operations	7%
Technology	4%

0% 25% 50% 75% 100%

Are you measuring engagement with this technology?

Yes	93%
No	7%

0% 25% 50% 75% 100%

How would you rank team member engagement with this technology?

4.1
★ ★ ★ ★ ☆
1 = Low   5 = High

CX Survey Insights

→ 69% of respondents are utilizing a lead nurturing solution.

→ Of the 69% respondents using this technology, over 90% track team member engagement.
   • Most have observed medium to high levels of team member engagement.
   • Reporting from the lead nurturing tool is the main method for gauging engagement.

Industry Insights

→ "Companies are trending away from ILS dependency, broadening their advertising budgets to include paid search tools such as SEO, PPC, and Targeting/Retargeting."[1]

→ According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report, 75% of respondents visited a rental listing site when searching for their most recent rental home.[2]
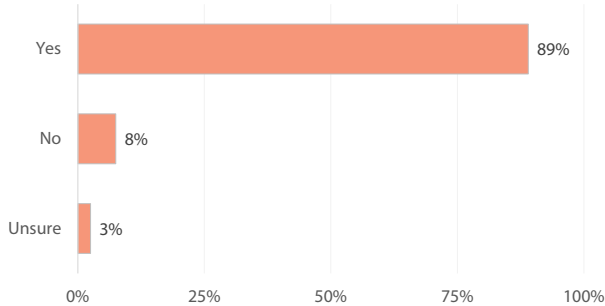
Voice of the Customer

→ Lead management is one of the key issues facing marketers when trying to achieve peak occupancy.[3]

→ Following up with leads was cited as the most time-consuming task, making it ripe for a technology solution.[3]

Source: [1]*2023 Multifamily Trends Guide Rebecca Smith, WPM Real Estate Management*, [2]*2024 NMHC/Grace Hill Renter Preferences Survey Report*
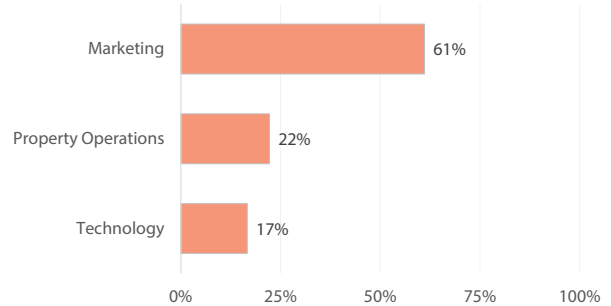[3]*State of MFH Marketing Guide*

Digitally-Supported Customer Engagement:
Customer Relationship Management

Customer relationship management (CRM) technology offers companies a way to manage interactions with customers through a platform that can store information, optimize sales and marketing, and automate outreach based on data-driven decisions throughout the customer journey.
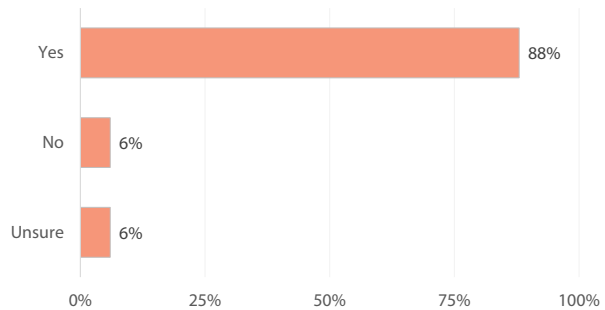
Does your company utilize a Customer Relationship Management Program (CRM)?

Yes	89%
No	8%
Unsure	3%

Which department is the primary manager of the technology solution?

Marketing	61%
Property Operations	22%
Technology	17%

Are you measuring engagement with this technology?

Yes	88%
No	6%
Unsure	6%

How would you rank team member engagement with this technology?

4.3

★ ★ ★ ★ ☆

1 = Low   5 = High

CX Survey Insights

→ 89% of respondents utilize a CRM.

→ 88% are measuring team member engagement.
- Of the 36 respondents, 80% reported that engagement is Medium to High.

Industry Insights

→ "Most companies were working on leasing technology projects either in 2022 or 2023 or both, with two technologies dominating: CRM and AI. Those implementing new CRM favored software with a prospect-centric (rather than community-centric) data structure, which is helpful for companies attempting to centralize leasing operations."[1]

Voice of the Customer

→ According to the State of the MFH Marketing Guide, only 1 in 3 marketers reported using Business Intelligence tools or CRM reporting.[2]

→ "The latest generation of CRM systems are built to be "customer first, not company first." This means focusing on customer retention and highly personalized experiences."[3]

Source: [1]20 for 20 Whitepaper 2023, [2]State of the MFH Marketing Guide, [3]The future of CRM: Key trends to watch in 2023
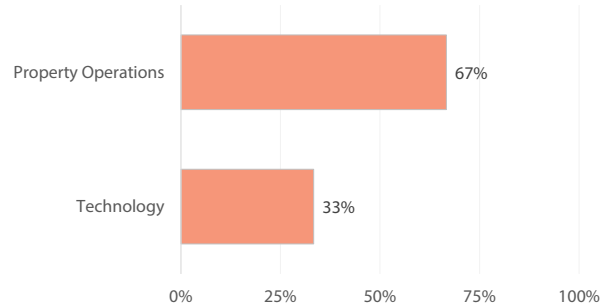
Digitally-Supported Applications:
Fraud Detection Software

Fraud detection software provides services such as ID certification, document validation, and income verification to reduce the risk of fraud in the application process. These services protect companies from applicant fraud and financial losses and improve employee safety.
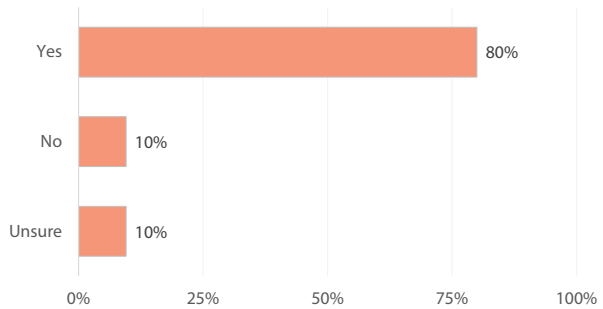
Are you utilizing application fraud detection software?
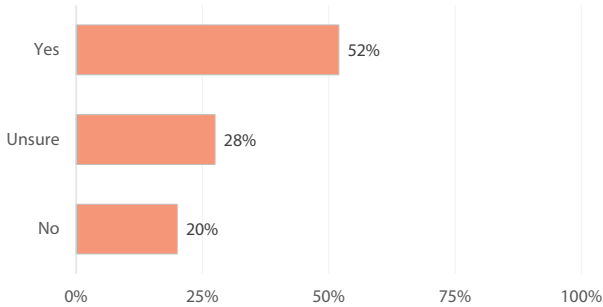
- Yes — 52%
- Unsure — 28%
- No — 20%

Which department is the primary manager of the technology solution?

- Property Operations — 67%
- Technology — 33%

Are you measuring engagement with this technology?

- Yes — 80%
- No — 10%
- Unsure — 10%

How would you rank team member engagement with this technology?

4.3

★ ★ ★ ★ ☆

1 = Low   *5 = High*

CX Survey Insights

→ 52% of survey respondents report utilizing application fraud detection technology.

→ This technology solution appears to have the most utilization with Third-Party Managers (50%) and at larger companies with more than 25,000 units (45%).

→ Slower adoption is seen at the Small/Medium sized companies with less than 25,000 units (26%) and Student Housing on the tail end (11%).

Industry Insights

→ "Well-crafted detection platforms can allow operators to qualify more renters, guard their assets, and boost NOI."[1]

→ According to a Snappt survey of property managers, 85% report being targeted by application fraudsters, compared to 66% pre-pandemic. Common forms include altered bank statements and bogus paystubs— documents that are easily obtained online but are hard to spot with an untrained eye.[2]
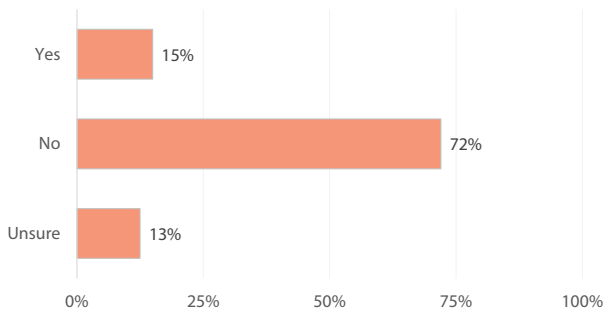
Voice of the Customer

→ The rising costs of rent are driving some applicants to commit fraud in order to secure housing.[3]

→ Altered financial documentation was cited as the biggest challenge for property management staff.[3]

→ "Having an extra layer of fraud detection can be costly unless it's combined as part of a larger offering, as is available with some insur-tech services."[1]

Source: [1]*Coping with 2023's Multifamily Headwinds*, [2]*How Property Managers Can Combat Application Fraud*, [3]*Snappt 2022 State of Apartment Screening Survey*
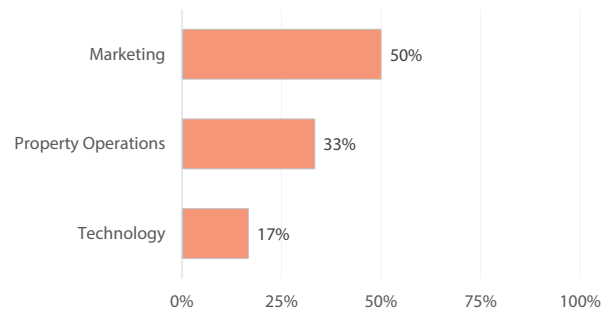
Digitally-Supported Resident Experience:
Resident Event Solutions

Resident event solution technologies offer enhanced and streamlined community event planning that improves resident communication and creates a more connected community environment.
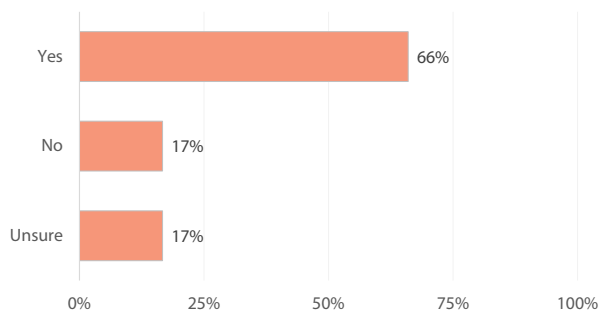
Are you utilizing resident event solutions?

Yes	15%
No	72%
Unsure	13%

0%   25%   50%   75%   100%

Which department is the primary manager of the technology solution?

Marketing	50%
Property Operations	33%
Technology	17%

0%   25%   50%   75%   100%

Are you measuring engagement with this technology?

Yes	66%
No	17%
Unsure	17%

0%   25%   50%   75%   100%

How would you rank team member engagement with this technology?

3.5

★ ★ ★ ⯨ ☆

1 = Low   *5 = High*

CX Survey Insights

→ 15% of survey respondents report utilizing a resident event technology solution, half of them are Third-Party Managers. Engagement is often measured by resident attendance with an engagement ranking at 3.5 out of 5.

→ Senior Housing portfolios exhibit the greatest use rate at 25%, whereas Conventional portfolios show the lowest at 8%.

Industry Insights

→ 18% of property managers feel that resident expectations have increased in terms of more resident events.[1]

Voice of the Customer

→ "In 89% of cases where a resident mentioned the PRESENCE of events, they rated their Happiness Level with the Building as 'Happy' or 'Very Happy.'"[2]

→ "In 87% of cases where a resident mentioned the LACK of events, they rated their Happiness Level with the Building as 'Neutral,''Unhappy', or 'Very Unhappy.'"[2]

Source: [1]*2023 Resident Experience Management Report (Zego)*, [2]*State of Resident Events 2022*
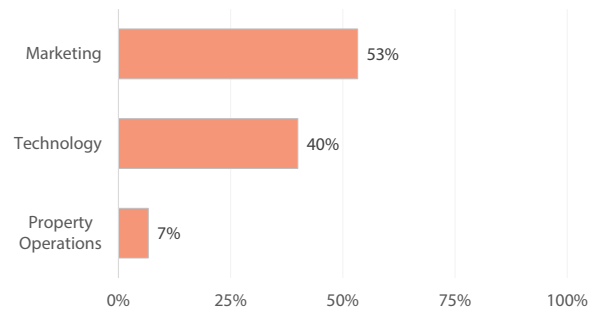
Digitally-Supported Customer Experience:
Data Privacy/Cookie Compliance

Data privacy and cookie compliance helps ensure the protection and proper handling of user data in accordance with privacy regulations while safeguarding user information, establishing trust with customers, mitigating legal risks, and avoiding potential fines or reputational damage associated with data breaches or non-compliance.
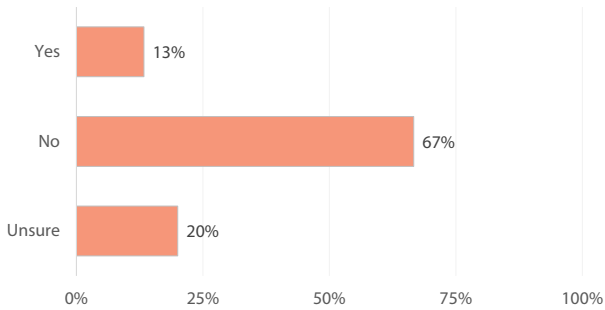
Do you utilize a data privacy/cookie compliance software?

Yes	37%
No	30%
Unsure	33%

Which department is the primary manager of the technology solution?

Marketing	53%
Technology	40%
Property Operations	7%

Are you measuring engagement with this technology?

Yes	13%
No	67%
Unsure	20%

How would you rank team member engagement with this technology?

3.6

★ ★ ★ ⯪ ☆

1 = Low   5 = High

CX Survey Insights

→ 33% of respondents are unsure if they are using a data privacy/cookie compliance.

→ 37% of the companies that know they are utilizing this technology, engagement with this technology is typically not measured, but when it is, the primary metric is understanding website opt-outs.

→ Companies that do utilize data privacy/cookie compliance are mainly managed by marketing at 53% and technology at 40%.

Industry Insights

→ Federal legislation currently in draft status would include provisions that would:
- Minimize the data collected from consumers
- Prohibit the transfer of sensitive data to third parties
- Limit private right of action allowing individuals to sue for privacy violations[1]

Voice of the Customer

→ "The U.S. data privacy landscape is far from settled, but common areas of concern have emerged as lawmakers and regulators become more active in the space. Increased focus on practices involving collecting sensitive data, relying on third-party technologies, and monetizing data put the multifamily industry in the crosshairs of a developing framework."[2]

Source: [1]NMHC, [2]NMHC White Paper, Recent U.S. Data Privacy and Protection Regulation and Risk (October 2022)
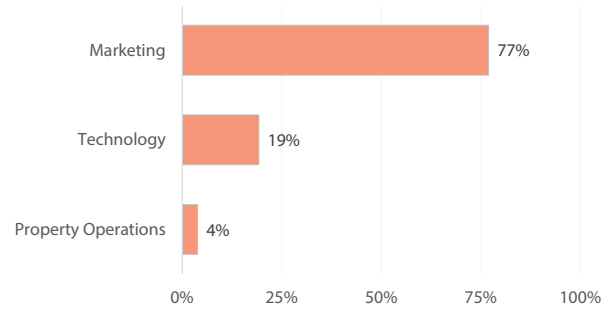
Digitally-Supported Customer Experience: Accessibility Solutions

Accessibility solutions provide an inclusive digital customer and offer functionality including screen magnification, alternative keyboards and input devices, and voice recognition.
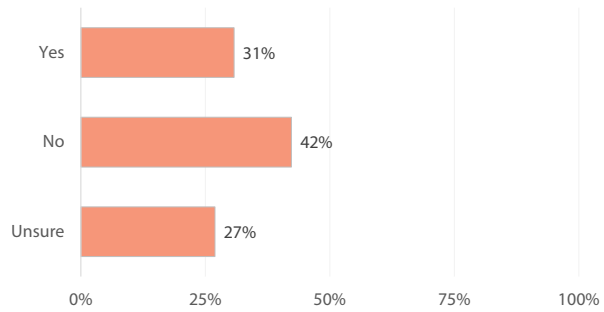
Do you utilize digital accessibility solutions for your company/property websites?

Yes	64%
No	13%
Unsure	23%

(Scale: 0% – 100%)

Which department is the primary manager of the technology solution?

Marketing	77%
Technology	19%
Property Operations	4%

(Scale: 0% – 100%)

Are you measuring engagement with this technology?

Yes	31%
No	42%
Unsure	27%

(Scale: 0% – 100%)

How would you rank customer engagement with this technology?
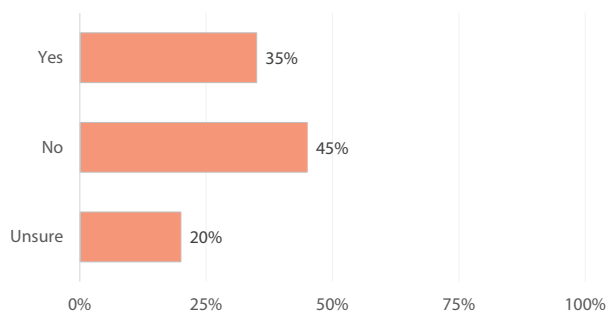
3.5

★ ★ ★ ⯪ ☆

1 = Low   5 = High

CX Survey Insights

- → 64% of the survey respondents reported offering accessibility solutions. 13% responded no, and 23% were unsure.
- → There is a 33% adoption rate with Owner and Operator properties.
- → 27% of the survey participants reported that they do not or are unsure if they measure engagement.

Industry Insights

- → "Multifamily housing sits at the top of the high-risk list for surf-by-lawsuits, as housing is already a highly regulated industry and serves as the model for non-discrimination under the Fair Housing Act."[1]

Voice of the Customer

- → In the U.S., more than an estimated 61 million adults live with a disability; they make up about 26 percent of the American population.[1]
- → "80 percent of users with disabilities have stated that they will spend more time – and potentially money – on a website that has improved accessibility features."[1]

Source: [1]*ADA Compliance for Interconnected Websites Whitepaper (365 Connect)*
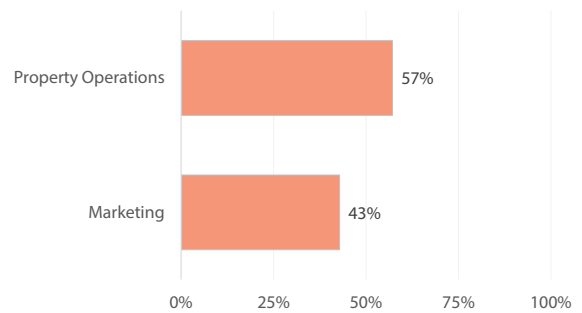
Digitally-Supported Customer Experience:
Call Scoring

Call scoring offers key performance indicators (KPIs) to measure the customer journey experience. A lead management platform with live call scoring metrics provides companies with real time results on how the property team interacts with prospects.
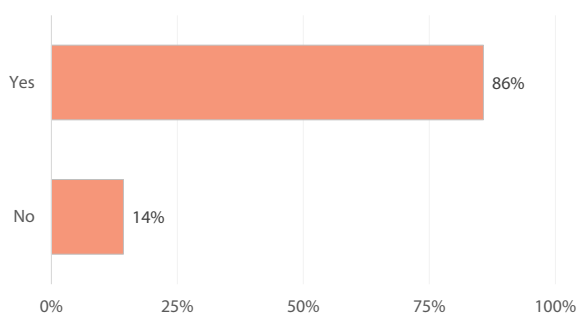
Do you utilize call scoring?

Yes	35%
No	45%
Unsure	20%

Which department is the primary manager of the technology solution?

Property Operations	57%
Marketing	43%

Are you measuring engagement with this technology?

Yes	86%
No	14%

How would you rank team member engagement with this technology?
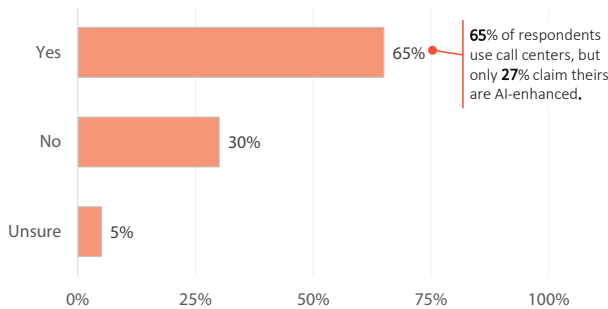
3.4

★ ★ ★ ⯪ ☆

1 = Low   *5 = High*

CX Survey Insights

→ 20% of the participants are unsure if their company engaged in this technology solution.

→ 45% of the participants are not using a call scoring tech solution.

→ Owner and Operators have the highest adoption rate at 71%, while Third-Party Managers have the lowest at 7%.

Industry Insights

→ "Call scoring metrics give multifamily organizations a consistent, monitored pulse on the performance of their leasing teams."[1]

→ "Call scoring metrics are visibly upgrading the productivity and performance of leasing teams while also evolving current employee training strategies."[1]

Voice of the Customer

→ "For teams using lead management software that doesn't include call scoring, identifying performance deficits and proficiencies can be extremely difficult because of outdated and unreliable metrics such as closing percentage and appointment setting ratio."[1]

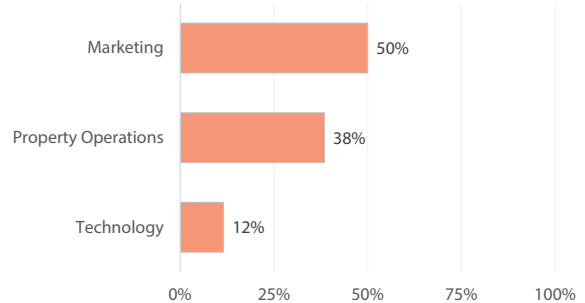**Source:** [1]*How Call Scoring is Changing the Leasing Process*

Digitally-Supported Customer Experience:
Call Center

Call centers offer immediate assistance to customers during and after office hours. Call centers provide support to common leasing questions, set tour appointments, and submit maintenance requests which allow the leasing staff to maintain focus on in-person customer engagement.
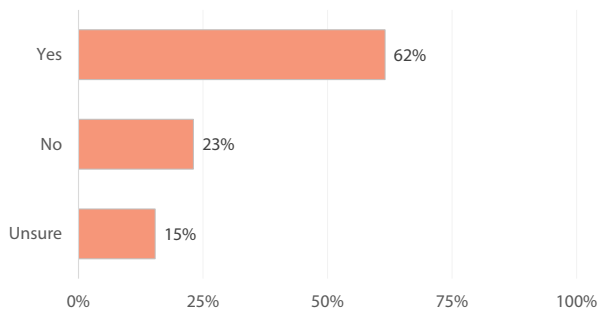
Do you utilize a call center?

Yes — 65%

No — 30%

Unsure — 5%

65% of respondents use call centers, but only **27**% claim theirs are AI-enhanced.

Which department is the primary manager of the technology solution?

Marketing — 50%

Property Operations — 38%

Technology — 12%

Are you measuring engagement with this technology?

Yes — 62%

No — 23%

Unsure — 15%

How would you rank customer engagement with this technology?

3.9

★ ★ ★ ★ ☆

1 = Low   5 = High

CX Survey Insights

→ 30% of the survey participants are not utilizing call centers.

→ All responding companies are using a Third-Party call center vs. an in-house call center.

→ 62% of survey respondents are measuring engagement through audits, centralized software platforms, pre-determined metrics, property management systems and vendor reporting.

Industry Insights

→ According to the 2024 NMHC/Grace Hill Renter Preferences Survey Report, 29% of renters still cite 'phone call' as their preferred communication method when completing the leasing process during their home search.[1]

Voice of the Customer

→ 44% of residents describe customer service/staff interaction as a very important factor in their future leasing decisions. Another 36% deem it absolutely essential.[1]

Source: [1]*2024 NMHC/Grace Hill Renter Preferences Survey Report*