



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

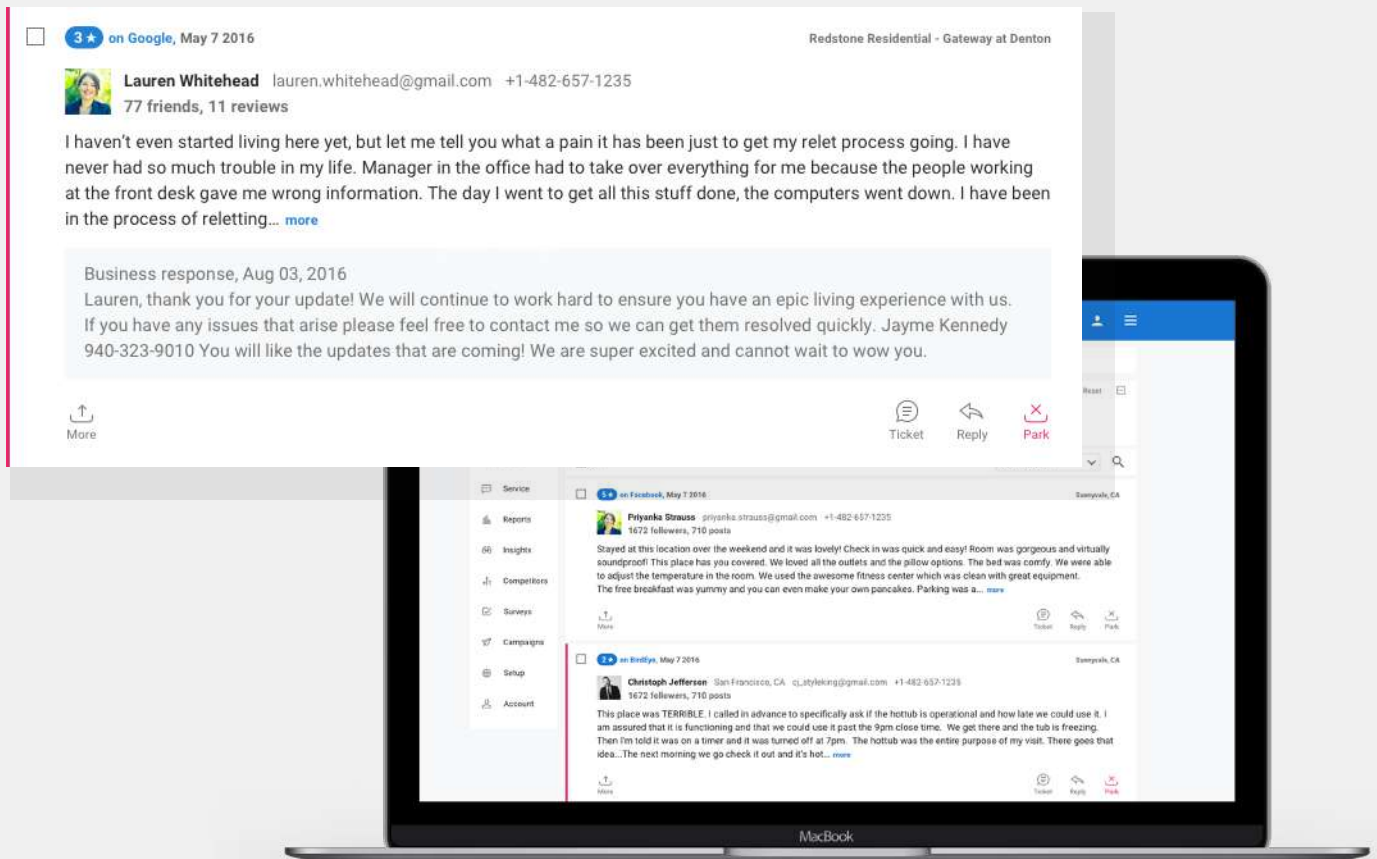
Managed 208 negative reviews privately in BirdEye, resolving issues immediately and avoiding distribution to public sites



## 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.



The image shows a laptop screen displaying the BirdEye software interface. The interface is divided into two main sections: a list of reviews on the left and a detailed view of a specific review on the right.

**Review List (Left):**

- Review 1:** Lauren Whitehead, 3 stars, on Google, May 7 2016. 77 friends, 11 reviews. The review text is partially visible: "I haven't even started living here yet, but let me tell you what a pain it has been just to get my relet process going. I have never had so much trouble in my life. Manager in the office had to take over everything for me because the people working at the front desk gave me wrong information. The day I went to get all this stuff done, the computers went down. I have been in the process of reletting... more". A business response is shown below: "Business response, Aug 03, 2016. Lauren, thank you for your update! We will continue to work hard to ensure you have an epic living experience with us. If you have any issues that arise please feel free to contact me so we can get them resolved quickly. Jayme Kennedy 940-323-9010 You will like the updates that are coming! We are super excited and cannot wait to wow you."
- Review 2:** Priyanka Strauss, 5 stars, on Facebook, May 7 2016. 1672 followers, 710 posts. The review text is partially visible: "Stayed at this location over the weekend and it was lovely! Check in was quick and easy! Room was gorgeous and virtually soundproof! This place has you covered. We loved all the outlets and the pillow options. The bed was comfy. We were able to adjust the temperature in the room. We used the awesome fitness center which was clean with great equipment. The free breakfast was yummy and you can even make your own pancakes. Parking was a... more".
- Review 3:** Christoph Jefferson, 2 stars, on BirdEye, May 7 2016. 1672 followers, 710 posts. The review text is partially visible: "This place was TERRIBLE. I called in advance to specifically ask if the hot tub is operational and how late we could use it. I am assured that it is functioning and that we could use it past the 9pm close time. We got there and the tub is freezing. Then I'm told it was on a timer and it was turned off at 7pm. The hot tub was the entire purpose of my visit. There goes that idea... The next morning we go check it out and it's hot... more".

**Detailed View (Right):**

The detailed view shows the full text of the review and the business response. It also includes a "Ticket" button, a "Reply" button, and a "Park" button. The "Park" button is highlighted with a red "X" icon.



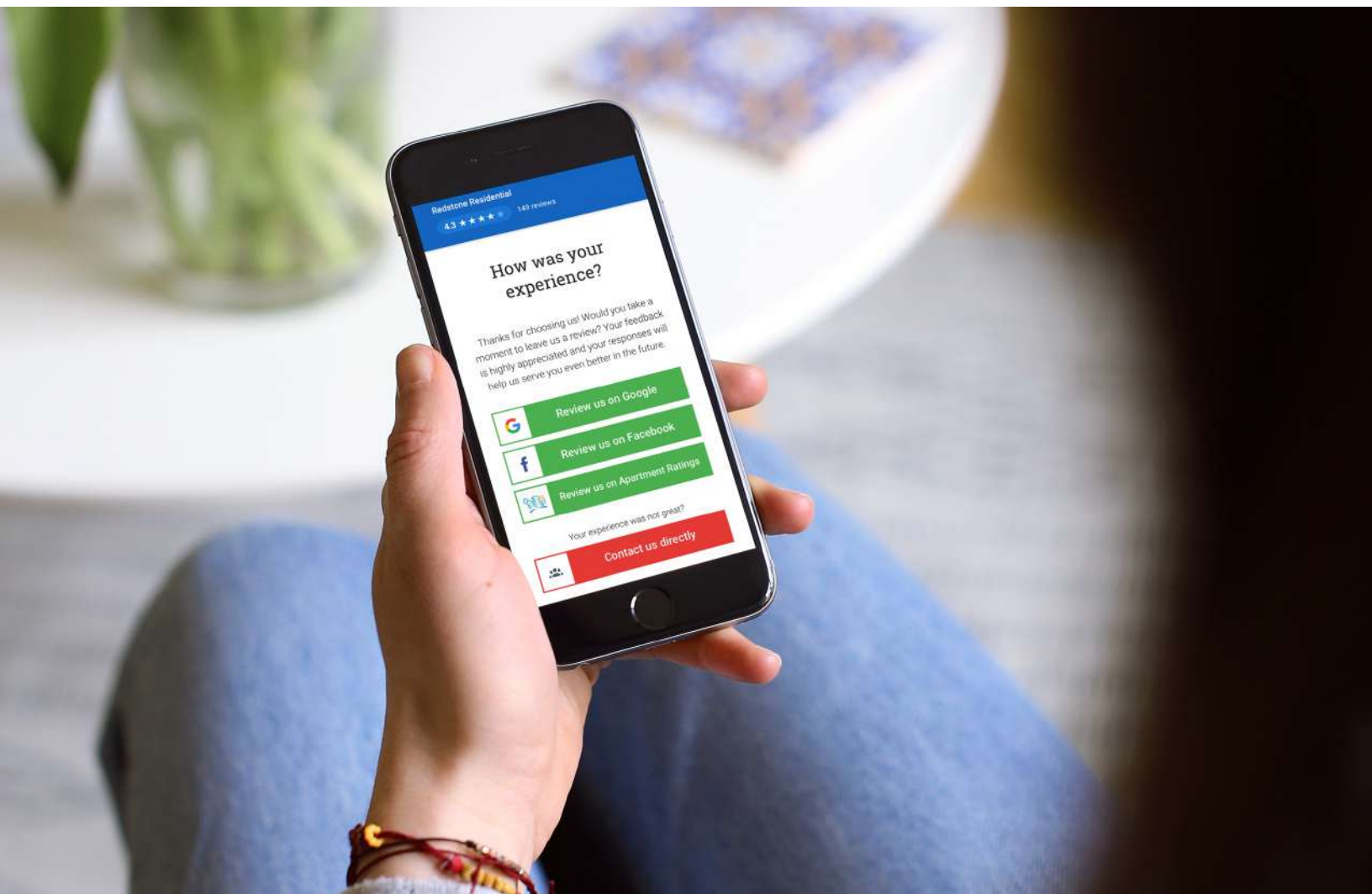


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## THE SOLUTION

# 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



## SPOTLIGHT

# Liberty Square Apartments (BYU)

After just 30 days with BirdEye:

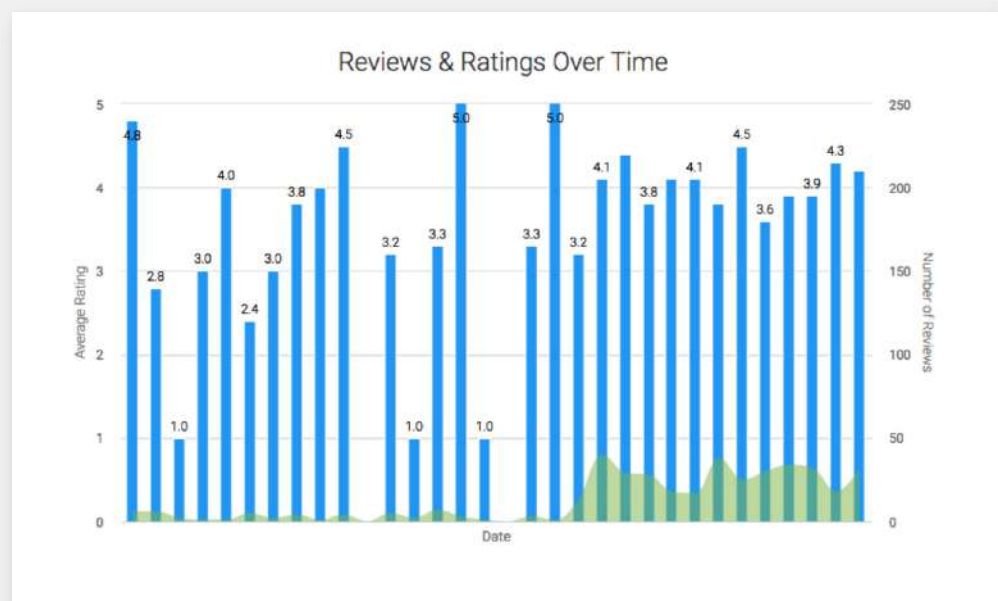
Grew reviews from 50 to 96 in just 30 days

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

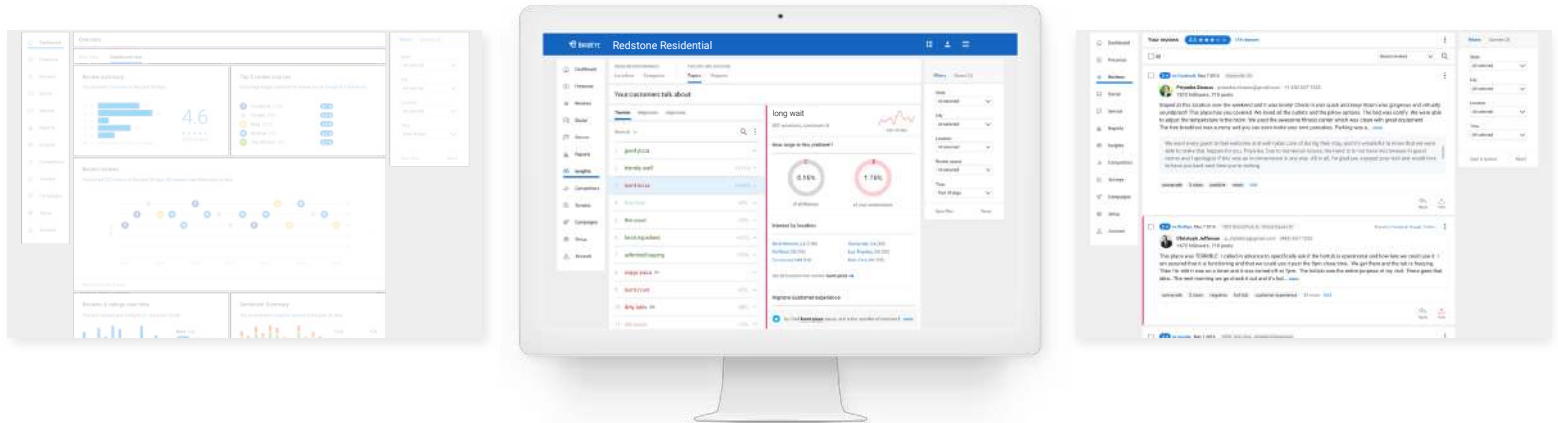
Improved Yelp rating from 2.5 to 3 stars





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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 the root causes 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.