



COASTAL RIDGE
REAL ESTATE

Real-time engagement boosts resident acquisition

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

Company Snapshot

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

Challenge

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



Solution

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

Private feedback routed to management for instant resolution

Residents directed to Google and Facebook to write reviews

Outcome

In one year with BirdEye, Coastal Ridge:

Increased nationwide rating from 3.5 to 4.1

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

Improved customer service/experience score from B+ to A

411 private feedback routed directly to management as 'Direct Feedback' for immediate issue resolution

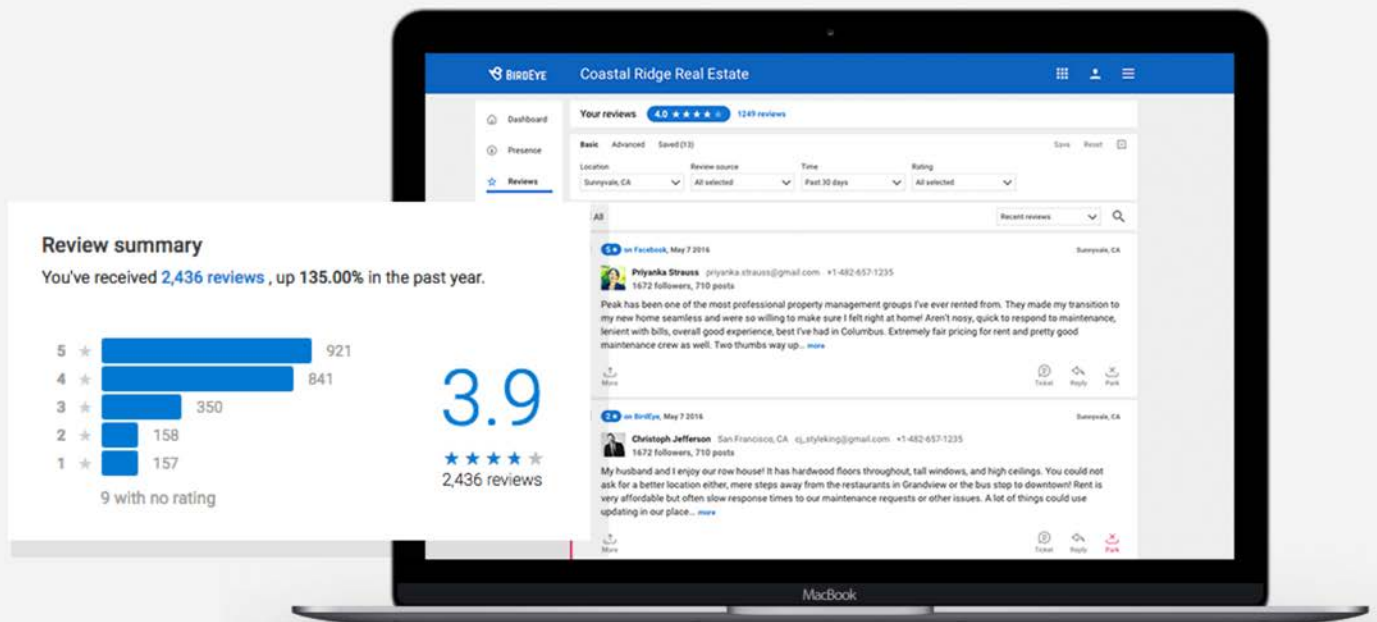




THE CHALLENGE

Collect high volume of feedback to boost resident satisfaction

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

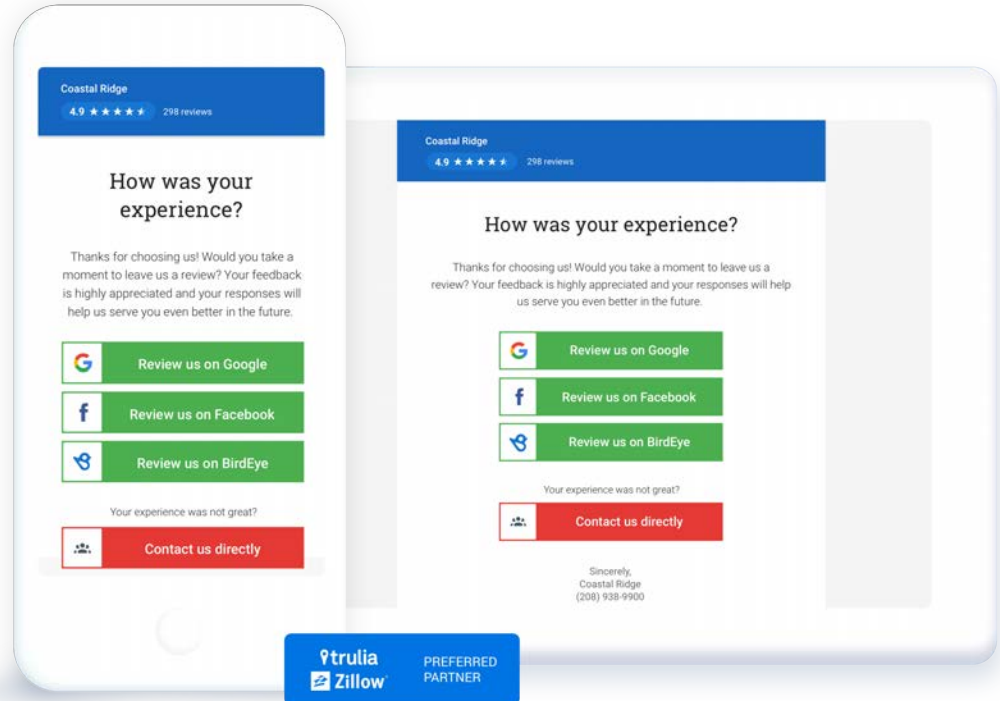




THE SOLUTION

Real-time resident engagement accelerates issue resolution

With BirdEye, Coastal Ridge sends real-time SMS review requests to each resident immediately after an interaction. Residents are automatically routed to the top review site of their choice: Google, or Facebook. Instant alerts notify appropriate staff of incoming new reviews, enabling quick issue resolution and preventing problems from escalating.





THE RESULT

Hundreds of new reviews. More robust reputation.

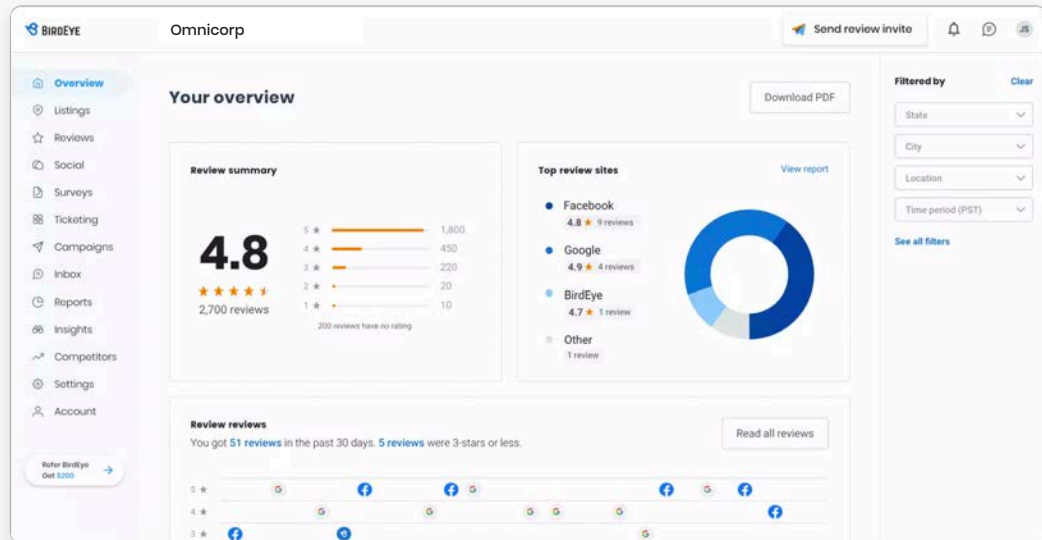
Less than one year after Birdeye, Coastal Ridge generated 7x more Google reviews and 2x more Facebook reviews, boosting their nationwide rating from 3.5 to 4.1. With an easy, convenient way to leave feedback, more residents were willing to do so. Dedicated responses to resident issues created positive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





About Birdeye

The all-in-one customer experience platform that provides businesses with the tools to deliver great experiences at every step of the customer journey.



Birdeye is an all-in-one customer experience platform that provides businesses with the tools to deliver great experiences at every step of the customer journey.

More than 60,000 businesses of all sizes use Birdeye every day to be found online and chosen through listings and reviews, be connected with existing customers using text messaging, and deliver the best end-to-end customer experience with survey, ticketing and insights tools.

Want to learn more? Head to our website and see why over 60,000 businesses trust Birdeye to help them be found, be chosen, be connected and be the best.



Birdeye products

Birdeye is the only comprehensive platform for customer experience that offers a range of products that scale with your business.

Listings

Manage your business listings on 50+ sites to rank higher everywhere online. Dominate local SEO with your custom Birdeye profile.

Reviews

Get customer reviews on sites that matter to your business and boost customer happiness by leveraging feedback from 150+ review sites.

Referrals

Let your customers refer your business to their family and friends and get new customers through word of mouth.

Interactions

The single customer interactions software for your team to connect with leads and customers through text, live chat, video and bulk messaging.

Surveys

Connect with your customers at any point in their journey by engaging at the right time, in the right channel, with simple and effective surveys.

Ticketing

Convert reviews, social mentions and survey responses into support tickets and solve issues before they escalate.

Insights

Dig beneath reviews, ratings, customer feedback, and survey scores to discover what's working, what's not, and where.

Benchmarking

Analyze your competition through customer feedback to understand where you rank in your industry and leverage competitive insights to get ahead.

See how Birdeye can help you grow your business!

Call us at **1-800-561-3357**, **schedule a demo** or visit **www.birdeye.com** for more information.