2.3 Star Increase in Overall Rating, Increase in Review Quantity with BirdEye

Kairoi Residential is a 26-location property management company in the San Antonio area. Kairoi came to BirdEye for help with a few different issues the business was facing.

Between May 2017 to May 2018, Kairoi Residential had a 2.7 average review rating across review sites like Google, Apartments.com, and Facebook. Much of the time, the residents who were leaving reviews were the ones with strongly negative experiences.

KAIROI
RESIDENTIAL

"BirdEye is a great product and company. They are always looking to expand and iterate on their platform (a vital thing in today's world). The support we get is incredible."

Taryn Austgen
Marketing and Public Relations Manager

Kairoi Residential also had a problem staying on top of customer reviews on all sites. The company had 26 locations and 2 employees in marketing. There was simply not enough time for employees to take a look at every single site individually.

Higher Overall Rating

Reviews & ratings over time   Day   Week   Month   Quarter   **Year**

All   • Reviews   • Ratings

4.0

2.7
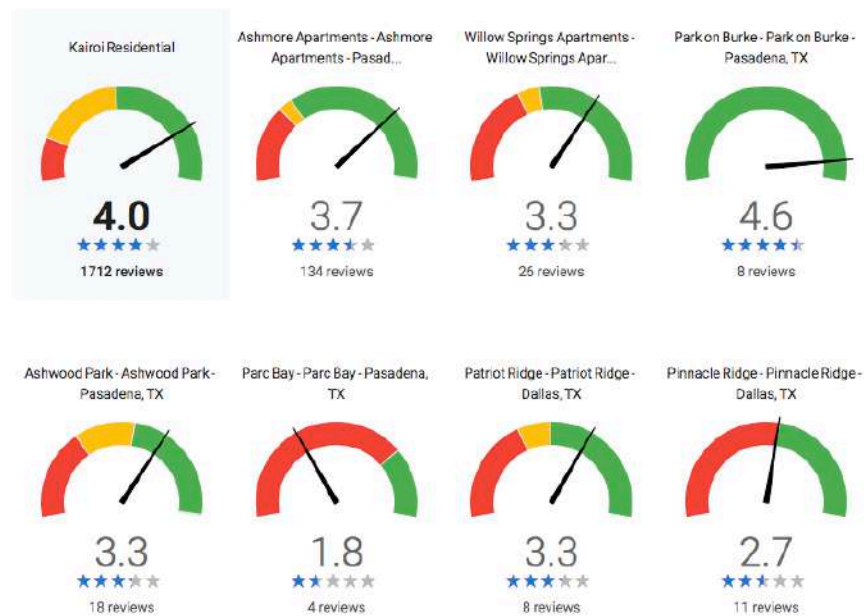
1700

591

May 2017
- May 2018

May 2018
- May 2019

With BirdEye, Kairoi Residential saw a huge improvement in the overall rating. Between May 2018 and May 2019, Kairoi had an average rating of 4.0 across review sites.

The more review requests that Kairoi sent out, the more likely they were to get reviews that were more representative of their client base. Since it was so easy to see how many reviews every property was getting, a competitive environment began to take root. Each property started competing to see who could get the most reviews. The end result was more well-rounded customer feedback across the board.

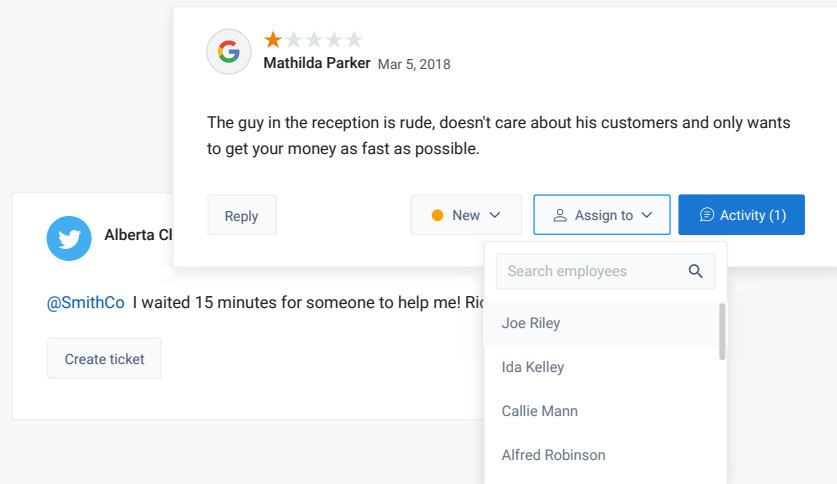## Standing Ahead of the Competition

Recently, Kairoi has been getting started with 3rd party property management. When trying to attract potential partners, Kairoi needs proof that it can do the job better than any of its competitors.

Luckily, the Competitors tab within the BirdEye dashboard helps to provide Kairoi all the proof it needs. Among other things, this section allows customers to compare their review ratings with competitors. By showing the competitors section to prospective partners, Kairoi can show that they have the highest overall rating of any housing agency in the area.
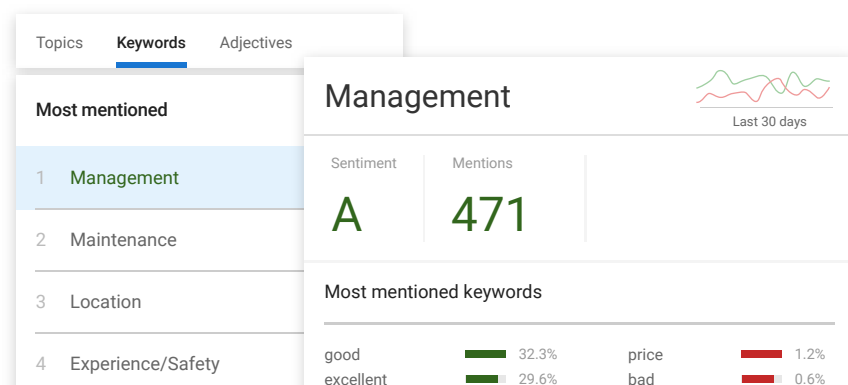
Easy Monitoring and Response

With BirdEye, Kairoi is able to take a look at all of their different review sites with a single dashboard. This helped to save the time of employees, who no longer had to look at each different review site individually.

Responding to customer reviews became easier than ever. Kairoi uses BirdEye's ticketing feature to assign different reviews to regional managers so they could make sure that these reviews were responded to immediately.

Improving Operations

BirdEye has also helped Kairoi improve the overall experience of customers. When the company was sending out requests, they would get important feedback on support and maintenance issues.

Kairoi also uses BirdEye's insights to see the exact pain points of their residents. BirdEye's Natural Language Processing engine Athena shows management exactly what keywords customers are talking about in reviews. Regional managers have the chance to see and then deal with problems that residents really care about.
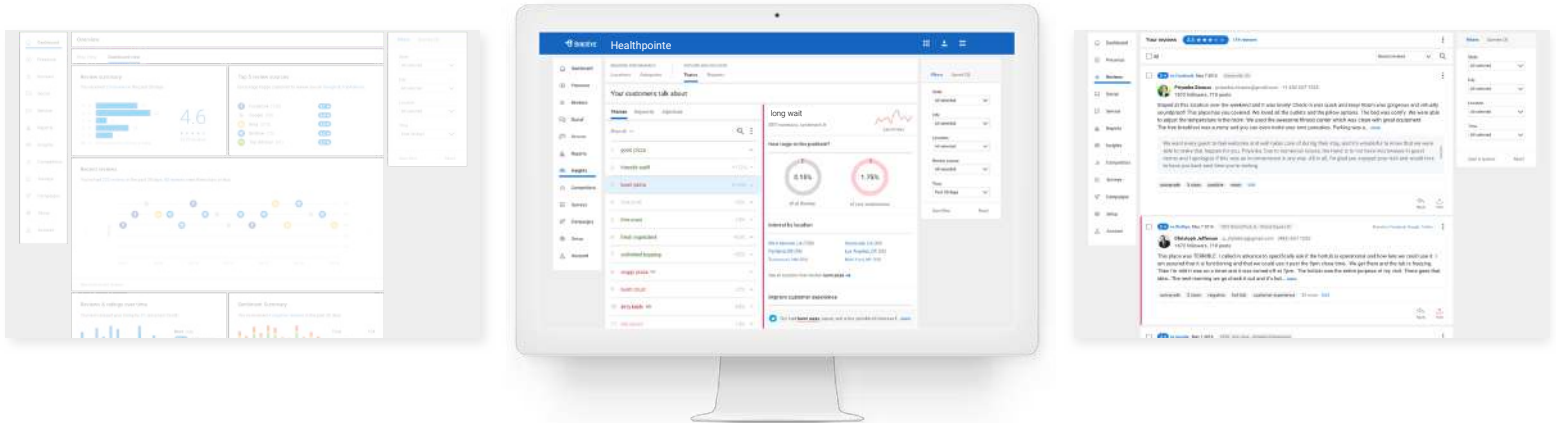
Driving Growth with BirdEye

By sending review requests, monitoring and responding to reviews, and taking into account customer feedback, Kairoi Residential was able to look better than ever to potential residents and partners.

Kairoi's employees don't need to spend their time going through different review sites or manually sending review requests. With BirdEye, the company has the tools it needs to drive revenue authentically.

About BirdEye

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

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

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

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

BirdEye features

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

Listings

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

Review generation

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

Review monitoring

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

Review management

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

Review marketing

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

Social

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

Webchat

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

Ticketing

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

Insights

Identify 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.