

Customer Experience (CX) and Marketing Technologies

November 1, 2023



The following slides showcase a selection of findings and insights from the 2023 NMHC/RF Customer Experience (CX) Technology Survey. The complete report will be available to NMHC members in mid-November 2023.

2023 Customer Experience (CX) Technology Survey

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 partnered with NMHC 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 design involved 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, operations and technology. 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 3rd Party Manager, and 3rd Party Manager.

Questions within the survey focused on technologies utilized for 32 distinct Customer Experience areas; 25 customer-facing and 7 internally-facing, all which support the customer journey, such as:

- 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. These results were analyzed to produce the 2023 Customer Experience (CX) Technology Report.

Disclaimer: "Information contained herein is a direct reflection of the survey responses provided by company respondents; information in no way reflects RealFoundations' opinion or expressed recommendations of any technology referenced."

2023 Customer Experience (CX) Technology Report

Summary Observations & Findings

The survey reveals that most multifamily operators are utilizing 10 to 20 different solution providers in the delivery of the customer experience. The wide array of technology solutions are predominantly managed by the Marketing department, followed by the Property Operations and Technology teams.

Most companies are applying 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 considered 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.

42% of companies state that customers have benefitted the 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.

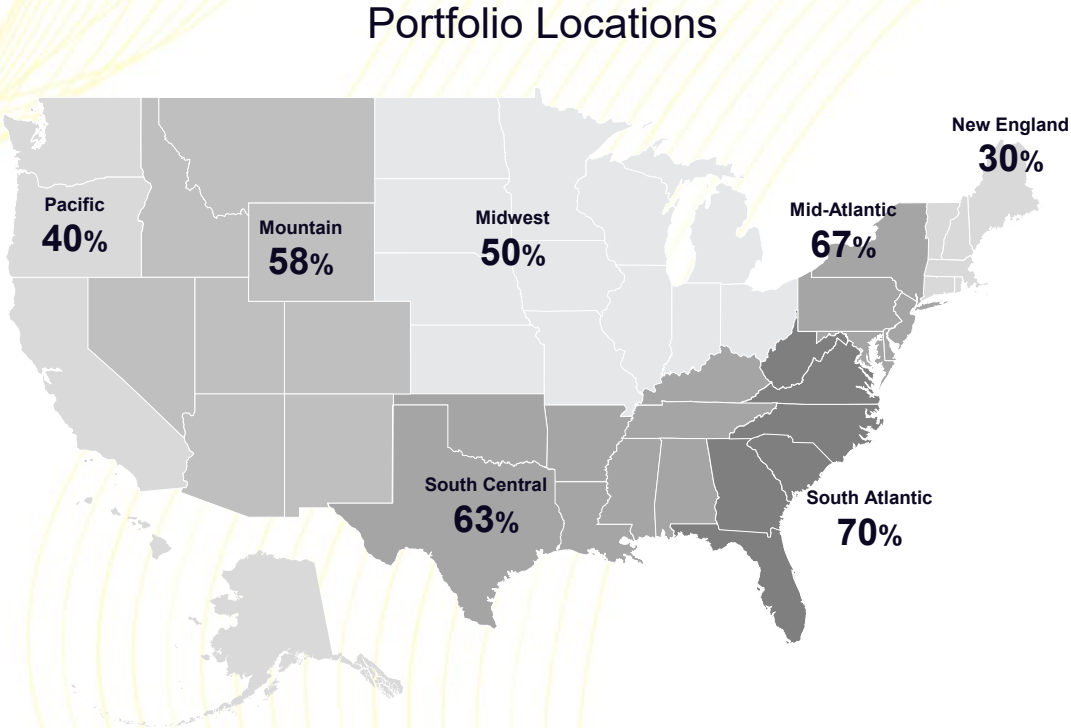
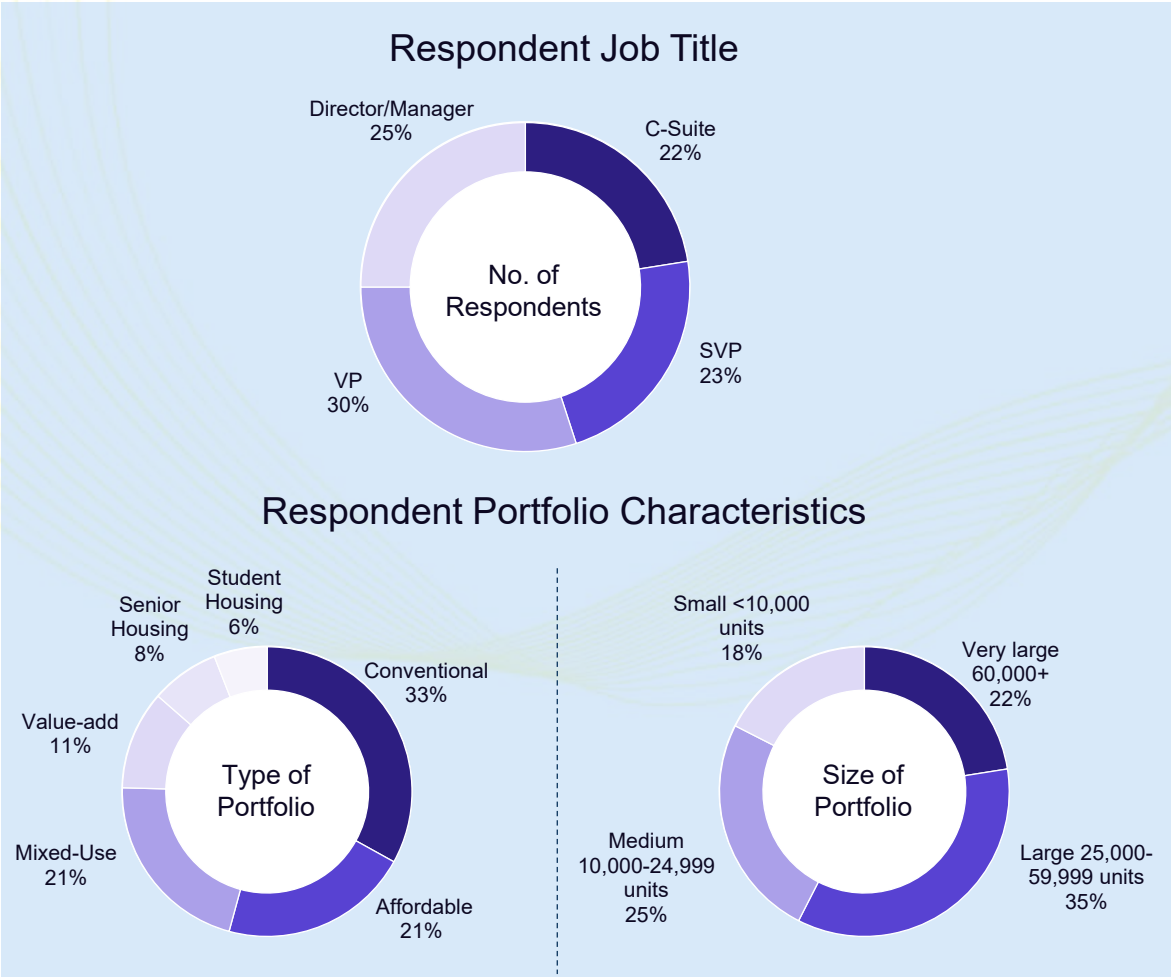
Companies are prioritizing the measurement of engagement, especially when deploying new technology solutions. This focus emphasizes the commitment to understanding customer interactions and refining, when necessary. A diverse set of tools and metrics are being used to measure engagement, including Google 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.

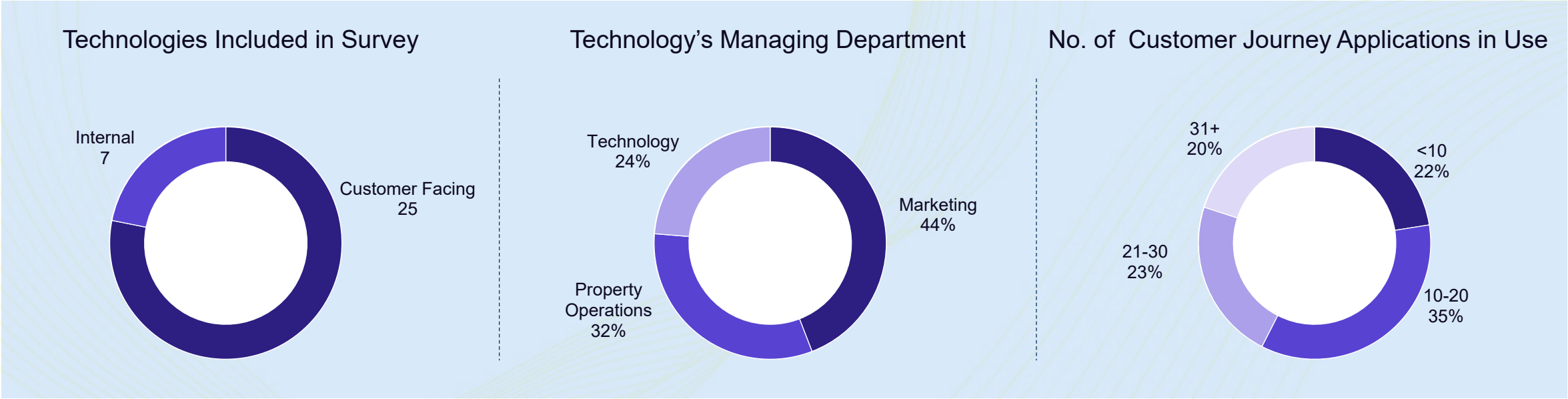
As the industry continues to evolve, these insights serve as a compass, pointing towards areas of focus, challenges to overcome, and the immense potential that technology holds in enhancing the multifamily customer journey.

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2023 CX Tech Survey | Respondent Overview



2023 CX Tech Survey | Technology Snapshot

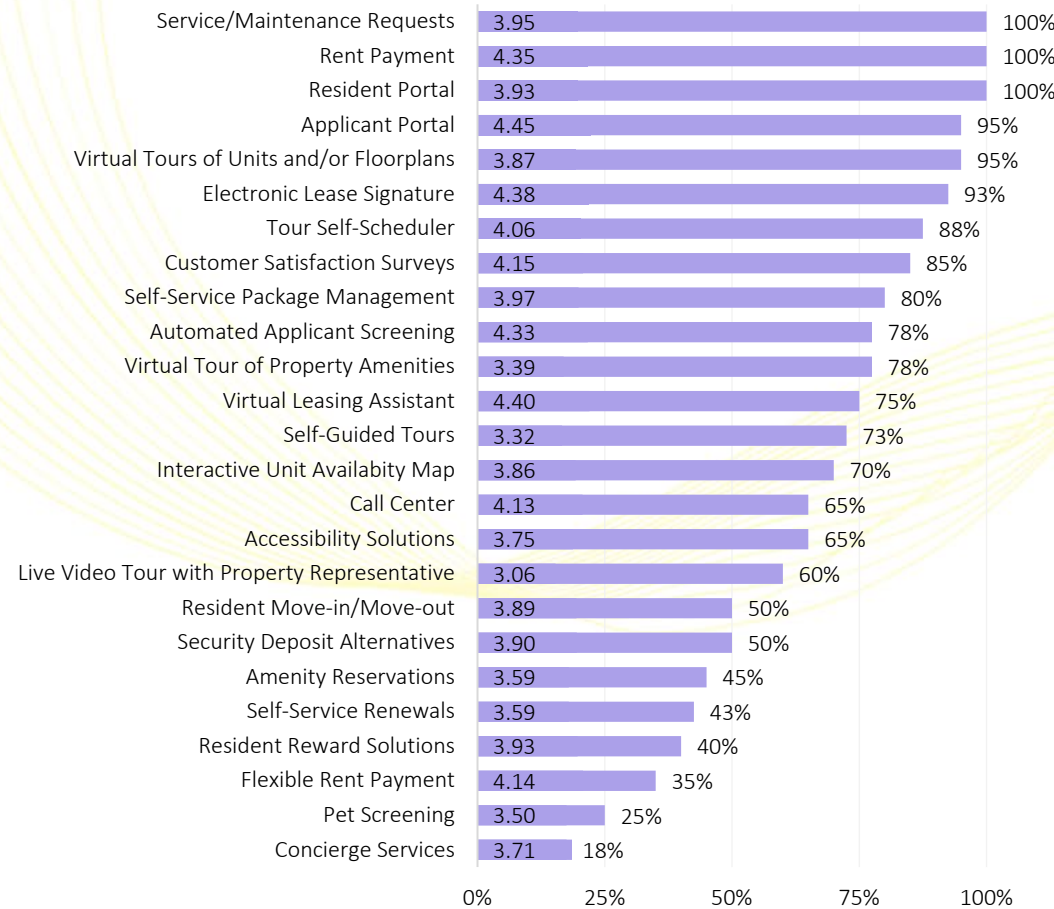


Customer Journey For Multifamily Resident and Survey Question Technology Areas

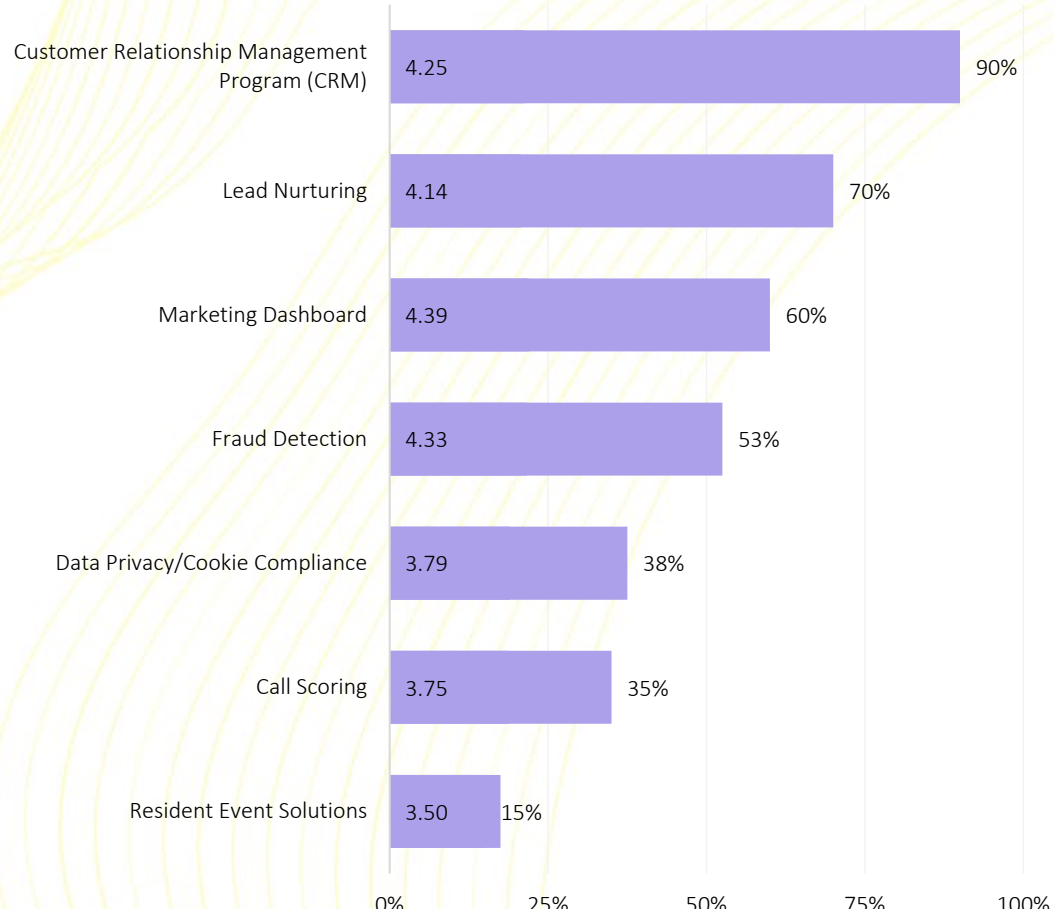


2023 CX Tech Survey | Technology Snapshot

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

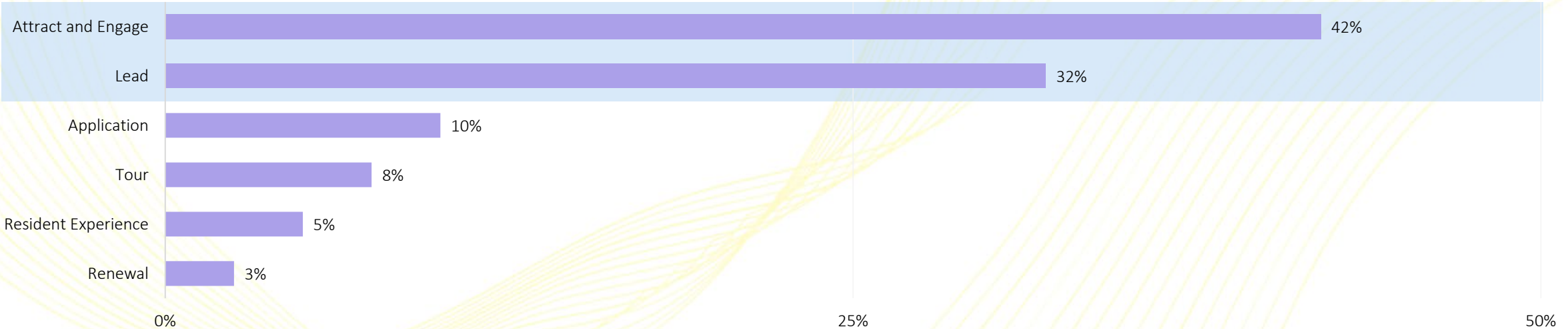


% Utilization of Internal Technology; 5-Point Internal Engagement Scale



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

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



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.¹

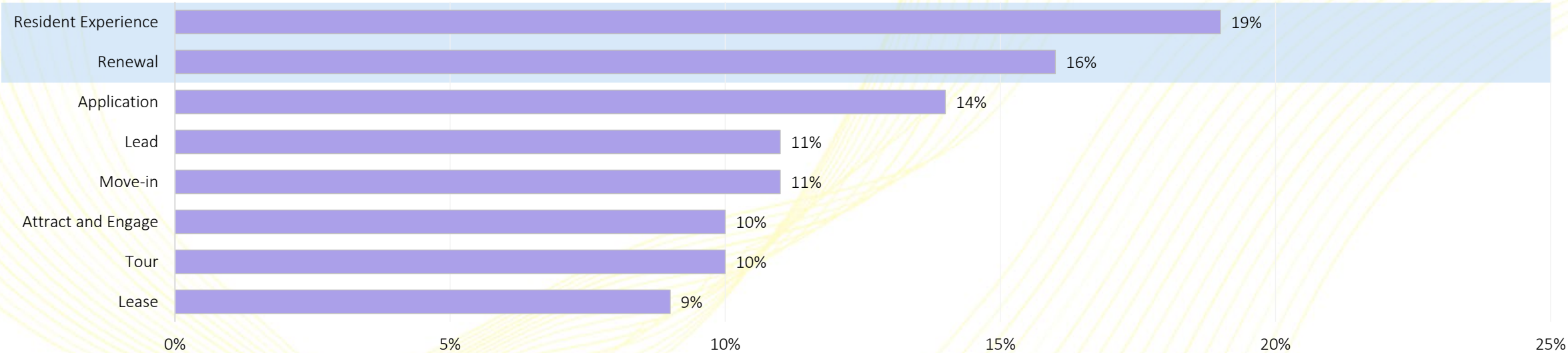
Voice of the Customer

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 companies focus on in the next 12-18 months?



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 landlords 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

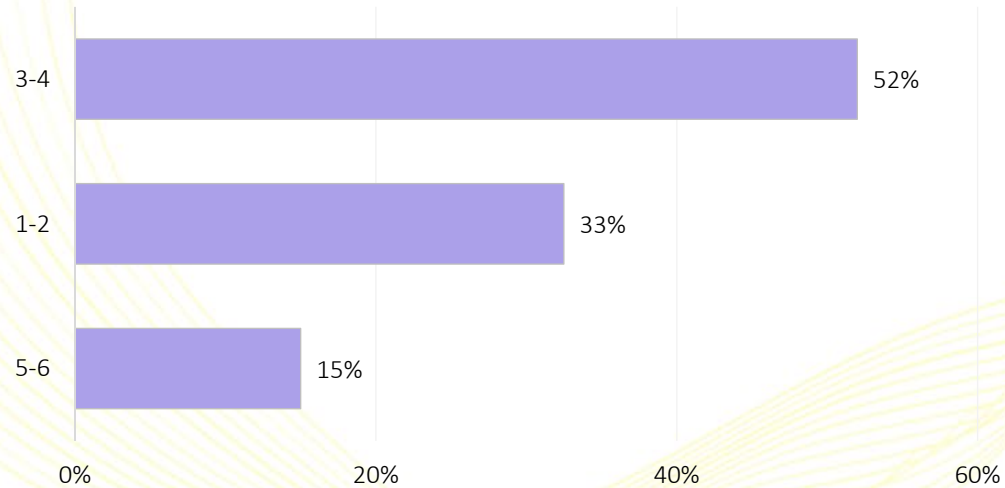
Voice of the Customer

“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

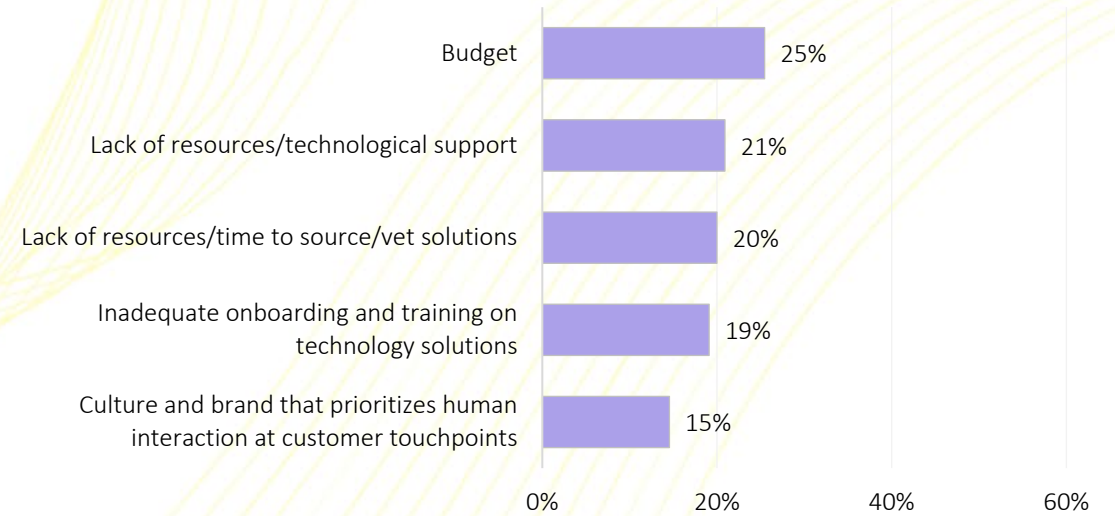
Source: ¹[Resident Retention for MF Owners and Investors 2023 Update](#), ²[Experience-led Growth: A New Way to Create Value](#), ³[2023 Multifamily Trends Guide Emily Burke, Moved](#)

Budget and Resources Considered Biggest Obstacles for New Tech Implementation

The number of obstacles faced by organizations when implementing new technology.



The most frequent obstacles faced by organizations.

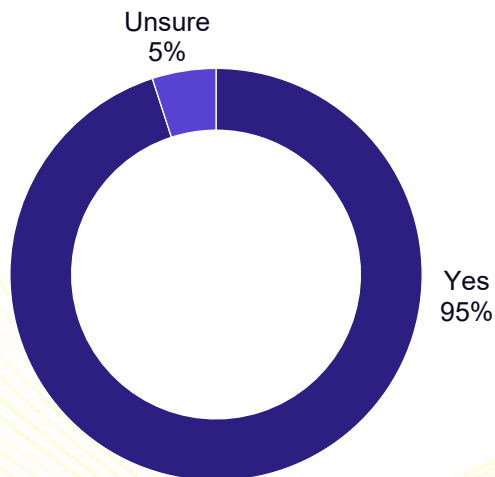


Other Verbatim Responses Related to Obstacles

- 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?



Goals when implementing new technology (Ranked)



Other Verbatim Responses Related to 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.

How does Multifamily's CX Tech Really Stack Up?

Insights from the inaugural 2023 NMHC/RealFoundations
Customer Experience (CX) Technology Survey Report

As multifamily has shifted to be more renter-centric than ever, no area has seen as much new and exciting technology development than marketing and customer experience. But which technologies are really delivering on essential milestones in the customer journey and driving engagement with customers and team members?

Scan the QR code
to find out!

