



RECREATING THE CUSTOMER EXPERIENCE

SESSION TIME & LOCATION: 1:30 P.M.–2:30 P.M. • Education Session/Crystal Room •

PRESENTED BY: Lisa Trosien, ApartmentExpert.com

Have you taken an Uber instead of a cab? Or stayed in an Airbnb instead of a hotel? One of the reasons disruptive companies such as Uber and Airbnb are succeeding in reinventing their industries is because they have stopped thinking conventionally. They've looked at customer experiences from the customer's point of view and have created fans because of it. When is the last time you tried to reinvent the customer experience in your organization?

This session takes a hard look at the experience of the renter in today's multifamily marketplace and provides suggestions on how to recreate the renter experience to make your organization stand out from the rest. You'll learn best practices from companies outside our industry and strategies you can put into place immediately to re-examine your systems (and I promise...no recycled stories about Nordstrom, Chick-fil-a or Southwest Airlines!). So what are you waiting for? Recreate your customer experience!

PRESENTER INFORMATION

Lisa Trosien is a multifamily educator, consultant, and strategist with over 25 years of industry experience. She is a frequent presenter for the National Apartment Association as well as presenting for the National MultiHousing Council, the National Association of Homebuilders, state and local apartment associations, and owners across the United States and Canada. Media outlets such as the Wall Street Journal, Chicago Tribune, Washington Post, National Public Radio, Self Magazine, Radio America, and CBS MarketWatch utilize her expertise. Lisa is well known for her meticulous research and strong presentation skills.

