

Bozzuto Listens

BMC Implementation Guide

April 22, 2015

Introducing the “Bozzuto Listens” Philosophy

What is our message to residents?

It's simple. We're aiming for great. Giving it our all, so you'll have the kind of experience you'll want to tell the world about. And we're not afraid to ask for your input and ideas that'll take us beyond great to where you're giving us high fives.

What is our goal?

Our goal is to make Bozzuto Listens our primary message relative to asking for any and all resident feedback. We want to encourage reviews:

- From satisfied/happy residents
- When people have something positive to talk about (a great party, renovations, service, etc.)
- When properties create memorable, unexpected moments

What does this mean to the property team?

This is about our reputation. We need to always be listening to our customers to ensure that we make and keep our residents happy living at a Bozzuto community, so that they will want to “tell the world” when we have done a great job. This program that will improve our overall reputation by:

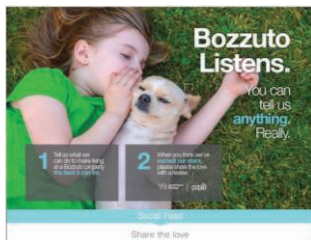
- Broadening the lines of communication with customers by creating an additional way to talk to us (the new BozzutoListens.com)
- Increasing the average number of positive reviews for your property
- Catching and resolving any critical feedback (complaints, problems, etc) before it becomes part of a public forum


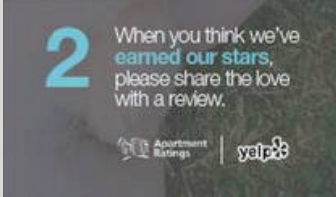
You will be receiving a package soon that includes the following:

- This implementation guide to instruct the team about how to launch and support the program
- One box of 500 pocket cards for all members of the property team to carry and hand to residents whenever appropriate
- A launch flyer to hang for the first 3 weeks that will announce the program to residents
- A set of 7 additional flyers to use to keep the message fresh and fun. We have included landscaped and portrait versions of all flyers for your convenience

So, how does the new BozzutoListens.com work?

A resident can get to BozzutoListens.com by simply typing www.BozzutoListens.com into any browser.



If a customer chooses to enter feedback	If a customer chooses to enter a review
 <ul style="list-style-type: none"> The system triggers an automated email to PM, Regional and SVP when new feedback is received PM is responsible for responding to all issues and will escalate to Regional as needed. Issues will be responded to quickly, but definitely within 24 hours M-F. Any received over the weekend should be responded to by 12 noon on Monday Once resolved, the PM will 'reply all' to the original system email with a summary of the resolution 	 <ul style="list-style-type: none"> The system links the customer directly to the property's Yelp or Apartment Ratings page to add a review The property is notified of the review and responds to all reviews within 24 hours The Bozzuto Link dashboard captures that a review was posted and tracks the % of responses. This number should be 100%.

Remember...the goal is to respond to all feedback and reviews within 24 hours, if not sooner.

How should we communicate to our residents?

There are many places and opportunities to share the Bozzuto Listens message with residents. This chart outlines the main ones we have identified for your team to be aware of and support.

Online	On-site	In-home	Personal Mentions
NEW BozzutoListens.com Bozzuto.com Via social media + Blog posts Resident eblasts <ul style="list-style-type: none"> After great events (on request) Quarterly from corporate Link included in other communications	Flyers in elevators Ipad presentations Digital frame & PC screen BuildingLink scrolling announcements	On the back of... <ul style="list-style-type: none"> maintenance tent cards note cards gift card holders business cards Pockets cards Orientation package Lease renewal packet Comvibe survey	Concierge Leasing Team Maintenance Staff Follow-Up During events During move-in
Resident Portal (to be phased in) Resident Apps (to be phased in)			

Notes:

- Existing iPad presentations will be updated and provided as quickly as possible
- Files for the flyers that can be added to digital frames and PC screens will be loaded to the Bozzuto Store for easy download
- BuildingLink scrolling announcements are visible on the bottom of the Public Display screen or the upper left corner of the BuildingLink resident homepage. Click [here](#) for instructions on how to add them to your screens.

Supporting Materials

Each property will receive a box of materials including 500 pocket cards and several flyers to hang. These items will also be on the Bozzuto Store for ease of downloading or reprinting. Every team member should carry cards with them at all times and share them with residents to spread the word about Bozzuto Listens. Don't be afraid to ask for reviews while you hand out those cards.

Resident Launch Flyer An identical version will be emailed to residents globally from corporate (week of 4/27)	Pocket Cards	Additional Resident Flyer Versions (set of 7)

Suggested Scripts to Introduce Bozzuto Listens

Introduction to Residents

*"If at any point, you have a complaint or a suggestion—don't hesitate to tell us. We welcome your input and ideas on how we can make living in this community the best it can be. You can come by the office, call us, or simply visit **BozzutoListens.com**. And by all means, if you have a compliment, share it with everyone. It's our goal to provide a living experience so distinctive you'll want to tell the world about it."*

During a great event

We are so glad to be able to throw these types of events for our residents. Our goal is to make your experience of living here the best it can be. We work hard to achieve that, and we appreciate your sharing. Take this card. When you have a moment, would you post your comments to our site, and let others know what a great community this is? Your testimony is the greatest reward we can receive.

When anyone on the team is approached by residents who have amazing compliments

Thank you. Our goal is to make your experience of living here the best it can be. We work hard to achieve that, and we appreciate your sharing. Take this card. When you have a moment, would you post your comments to our site, and let others know what a great community this is? Your testimony is the greatest reward we can receive.

Things happen...it won't always be rosy...but how we handle the situation is as important as the resolution. It's all about the QUALITY and addressing the REAL ISSUE. We follow the SERVE model:

- Show Empathy
- Establish Need
- Respond Quickly
- Verify Satisfaction
- Evaluate and Follow Up

"Good"	"Better"	"Best"
<ul style="list-style-type: none"> Acknowledge with an apology and thank them for sharing their experience and/or thoughts Offer an explanation for perceived issues, but explanation may have been too lengthy Ask to take conversation offline and provide your number 	<ul style="list-style-type: none"> Acknowledge with an apology and thank them for sharing their experience and/or thoughts Offer an explanation for perceived issues, but explanation is focused and upfront to the specific problem(s) Ask to take conversation offline and provide your number 	<ul style="list-style-type: none"> Address the 'real' or underlying issue, upfront Empathetic response that considers why this issue would be important to the customer Acknowledge the issue, apologize for feelings, circumstances or inconvenience and thank them for sharing their concerns experience and/or thoughts (In cases of a such as a rent increase, an apology may not be warranted for the increase alone) Offer an explanation for issues; explanation is focused and upfront to the specific problem(s) Offer a solution or next steps in your response; ask to take conversation offline to discuss. Provide your number. Thank them again for their business and patronage.

What is the Launch Plan?

Task	Timing
PMs to receive an introductory email instructing them to view the staging site and test the functionality <ul style="list-style-type: none"> Visit the staging site (staging.bozzutolistens.com) and select your property. Leave a message, then press submit to see how a notification will be triggered to you. 	w/o 4/27
Review implementation guide with property staff during team meeting	w/o 4/27
Packages being sent to each property to include pocket cards and flyers Property should post flyer labeled on back as "Resident Launch flyer" in designated places (elevator frames, etc)	w/o 4/27
Launch eblast being sent from corporate to all Bozzuto residents	w/o 5/11
Corporate blog post – properties should repost	w/o 5/11
Communication posted on Intranet	w/o 5/4
Quarterly eblast being sent from corporate to all residents, reminding them that we want their feedback	8/10/15 11/10/15 2/10/16 5/10/16
Selection of a PM task force to provide feedback to optimize the program	5/4
Remember to switch out flyers using other versions provided, to keep it fresh	ongoing

Frequently Asked Questions

Should we direct residents with complaints to BozzutoListens.com?

No. Your first goal should be to resolve their needs immediately by listening and then responding quickly. BozzutoListens.com should be shared in "happy" times or as part of other resident communications so that they are aware of the new communication option.

What should we do with the pocket cards?

The cards should be distributed to “happy” residents at every opportunity. It could be at events, after providing a service, or even after a great conversation about a job well done.

What should we do with the flyers that are being shipped to our property?

The flyers are being provided to give you a variety of fun signs to swap in your frames, to communicate our philosophy. Start with the one labeled Resident Launch Flyer...and then switch out periodically. You can also download the files from the Bozzuto Store to add to your iPad, digital frames or PC screens.

Are we still required to reply to each online review?

Yes. We think it is only polite that you acknowledge all reviews, good or bad. And of course, please take any negative reviews offline to resolve.

What message should I post on BuildingLink and how do I post it?

We suggest keeping the text simple on your scrolling BuildingLink display.

Bozzuto Listens. You can tell us anything. Call, stop by or visit BozzutoListens.com to share a thought, concern or even give a pat on the back.

Click [here](#) for instructions on how to add the message to your display.

Who do I contact if I still have questions?

Please email or call Kelley Shannon (kshannon@bozzuto.com or 301-486-1349)