



Kelley Shannon

SVP, Marketing & Customer Engagement

Bozzuto



CHALLENGE

- Bozzuto’s consumer marketing team was using proprietary software to track and count reviews, but the tool wasn’t designed for responding.
- They need to turn sentiment around for properties new to the Bozzuto portfolio
- Increase brand awareness with reviews of Bozzuto properties distributed more evenly across a healthy mix of key review sites

SOLUTION

- Bozzuto enrolled a breadth of capabilities from the Reputation platform, including reviews, surveys, reporting and analytics, and insights.
- Community managers use surveys to ask tenants to rate their experience, followed by a review request. The company offers incentives to ensure managers are actively requesting and responding to reviews.
- Utilize the Leaderboard feature to inspire healthy competition among property managers.

RESULTS

- Unified Dashboard Provides Rapid Insight
- Integration with Bozzuto Listen Enables Fast, Effective Troubleshooting
- 10-12 hrs Saved per week due to AI implementation
- Properties have accumulated more than 37,000 reviews, over 80% of which are positive

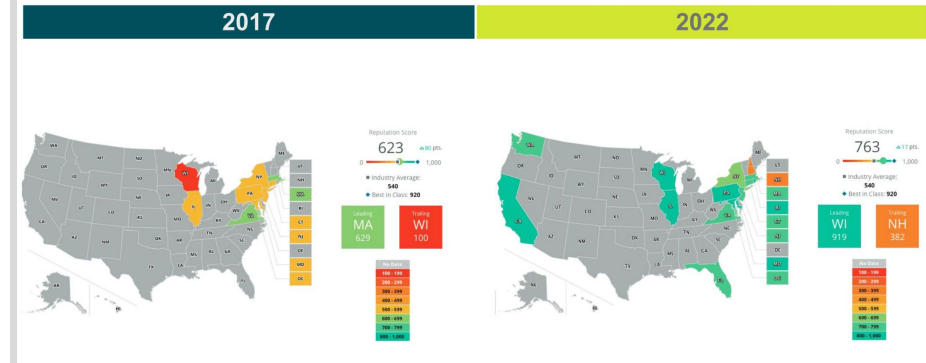


KEY METRICS

3.4 to 4.4
average star increase
across review sites

400%
Reputation Score increase
from 141 to 644

100%
Response Rate



“With Reputation.com, we have everything on one platform, which saves us a lot of time and enables us to respond more quickly to tenants’ needs.”

Kelley Shannon, Vice President of Consumer Marketing at Bozzuto