Bozzuto Listens Implementation Guide

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

Your Bozzuto Listens package should include 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 set of 7 Bozzuto Listens flyers to hang in elevators or other resident message locations. We have landscaped and portrait versions of all flyers for your convenience

So, how does 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

• 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, with a goal by close of business on the day received. 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 and copy/paste the reply email correspondence, or summarize any verbal conversations and resolutions

If a customer chooses to enter a review

• The system links the customer directly to the property’s Google+ or Apartment Ratings page to add a review
• The property is notified of the review and responds to all reviews by close of business on the day received.
• 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 by COB on the day of receipts.

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

- BozzutoListens.com
- Bozzuto.com
- Via social media + Blog posts
- Resident email
  - After great events (on request)
  - Survey emails from Reputations.com
- Resident portal

### On-site

- Flyers in elevators
- Ipad presentations
- Digital frame & PC screen
- BuildingLink scrolling announcements

### In-home

- On the back of...
  - maintenance tent cards
  - note cards
  - gift card holders
  - business cards
- Pockets cards
- Orientation package
- Lease renewal packet
- Comvibe survey

### Personal Mentions

- Concierge
- Leasing Team Maintenance
- Staff Follow-Up
- During events
- During move-in

### Notes:

- Files for the flyers that can be added to digital frames and PC screens are available on 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.

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**Supporting Materials**

Each property should have received a box of materials at opening/takeover including 500 pocket cards and several flyers to hang. These items are also 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.

### Pocket Cards

![Pocket Cards](image)

### Resident Flyers (set of 7)

![Resident Flyers](image)

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**Suggested Scripts to Introduce Bozzuto Listens to residents**

**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.

Responding to Reviews

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

<table>
<thead>
<tr>
<th>“Good”</th>
<th>“Better”</th>
<th>“Best”</th>
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<tbody>
<tr>
<td>• Acknowledge with an apology and thank them for sharing their experience and/or thoughts</td>
<td>• Acknowledge with an apology and thank them for sharing their experience and/or thoughts</td>
<td>• Address the ‘real’ or underlying issue, upfront</td>
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<tr>
<td>• Offer an explanation for perceived issues, but explanation may have been too lengthy</td>
<td>• Offer an explanation for perceived issues, but explanation is focused and upfront to the specific problem(s)</td>
<td>• Empathetic response that considers why this issue would be important to the customer</td>
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<tr>
<td>• Ask to take conversation offline and provide your number</td>
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<td>• 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)</td>
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• 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.
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 additional 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. Switch them 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?

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.

Who do I contact if I still have questions?

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