



# Boosting Prospective Tenant Satisfaction with A GenAI Virtual Assistant

## The Client

A national leader in single-family rental properties.

## The Challenge

The client, a leading property management company with a large portfolio of rental properties, recognized the need to enhance their tenant acquisition process to improve efficiency, customer satisfaction, and lead conversion. They faced several challenges:



### Inefficient lead qualification:

Manual processes for screening potential tenants were time-consuming and prone to errors.



### Lack of personalized service:

Difficulty in tailoring communication and property recommendations to individual tenant needs.



### Limited agent availability:

Human agents had limited availability to answer calls and provide information, potentially leading to missed opportunities and frustrated customers.



### Limited data capture:

Manual processes hindered the collection of valuable customer data for service improvement and business intelligence.



### Inconsistent customer experience:

Varying levels of service from different agents could negatively impact customer satisfaction.

## Solution

To overcome these challenges, the company implemented an AI-powered virtual agent named "Julia" to automate and enhance their call center operations. Julia is designed to engage in natural-sounding conversations with prospective tenants, providing a seamless and personalized experience.

Key features of this virtual agent include:

- **Advanced Natural Language Understanding:**  
Julia leverages cutting-edge Natural Language Processing (NLP) to accurately understand and interpret tenant inquiries, even with variations in phrasing or accents.
- **Personalized Interactions:**  
Julia gathers information about tenant preferences and needs through dynamic conversation, enabling tailored property recommendations and relevant information delivery.
- **Custom Voice**  
The company can choose from a variety of voice options or even create a custom voice for Julia to enhance brand identity and create a more engaging experience for tenants.
- **Smart Responses:**  
Julia is programmed to provide intelligent and contextually relevant responses to tenant questions, going beyond simple pre-scripted answers.
- **Always-On Support:**  
Unlike human agents, Julia provides 24/7 support to handle tenant inquiries at any time, day or night.
- **Proactive Assistance:**  
Julia guides tenants through the rental process, offering information on available properties, waitlists, online applications, and required documentation.
- **Call Summary Reports:**  
After each call, Julia generates detailed summary reports that include key conversation points, tenant preferences, and any actions taken, providing valuable data for analysis and follow-up.
- **Data-Driven Insights:**  
Julia captures valuable customer data during interactions, providing insights to improve service delivery, marketing strategies, and business decisions.
- **Consistent and Professional Service:**  
Julia delivers a standardized and professional level of service to every caller, ensuring a positive and consistent customer experience.

## Cost Estimation

**With robotic voice:**

**\$0.16**

per conversation ( ~5 min )

**With "human-like" voice and multilingual support:**

**\$0.80**

per conversation ( ~5 min )

# Information Provided by Julia

Julia is equipped to provide tenants with a wide range of information, including:

## ➤ Detailed Property Information

Number of bedrooms and bathrooms, square footage, amenities (e.g., in-unit laundry, balcony), photos, virtual tours.

## ➤ Rental Terms and Conditions

Monthly rent, security deposit, lease duration, pet policies, and associated fees.

## ➤ Availability and Scheduling

Move-in dates, showing schedules, and waitlist options.

## ➤ Application Process Guidance

Step-by-step instructions for completing online applications, submitting necessary documentation, and understanding screening procedures.

## ➤ Answers to Frequently Asked Questions

Addressing common inquiries about rental policies, property features, and neighborhood amenities.

# The Outcome

The implementation of the AI-powered virtual agent resulted in significant improvements for the property management company:



## Increased Efficiency

Automated lead qualification and information delivery freed up human agents to focus on more complex tasks.



## Enhanced Lead Conversion

Accurate property recommendations and streamlined application processes increased the likelihood of securing qualified tenants.



## Improved Customer Satisfaction

Automation reduced reliance on manual tagging, lowering labor costs and minimizing human error.



## Data-Driven Decision Making

Call summary reports and collected customer data provided valuable insights for optimizing business operations and marketing strategies.



## Cost Savings

Reduced reliance on human agents led to cost savings in staffing and operational expenses.

By leveraging AI technology and deploying a sophisticated virtual agent, the property management company transformed its tenant acquisition process, achieving greater efficiency, improved customer satisfaction, and enhanced business outcomes.

Everything you need to provide exceptional support services is right at your fingertips. Experience seamless integration and efficiency **get started today!**

