



# An Opiniion Partnership Case Study

AppFolio Users



# PUBLIC REVIEWS

3513

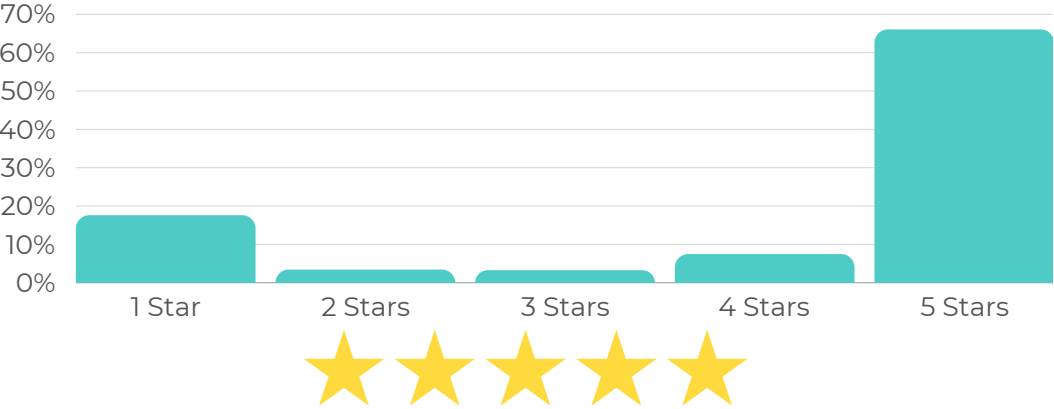
STARTING REVIEW VOLUME

4439

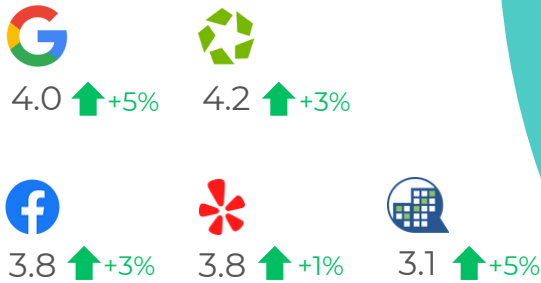
ENDING REVIEW VOLUME



% of Reviews by Star Rating



Change in Review Site Rating



# RESIDENT SATISFACTION

Are residents happy or unhappy? What are the top causes of satisfaction and dissatisfaction?



82%

- Staff Excellence
- Quick Resolutions
- Good Process

18%

- Poor Service
- Unresolved Requests
- Quality of Work

Average Rating by Key Resident Event

Opiniion Rating

4.2

Tour

4.2

Move-In

3.9

Maintenance

4.1

Move-Out

3.2





## Challenge

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Property management companies face significant challenges in engaging residents, collecting resident feedback, and generating online reviews. This is usually due to industry-wide staff shortages; bandwidth and other time constraints; coupled with limited solutions for generating, storing, measuring, and analyzing results. As a result, properties across the globe struggle to understand how their residents think and feel about living at their properties. They are bombarded with bad reviews online, often because residents having poor experiences are motivated to write them. Meanwhile residents having perfectly fine, or great experiences, move in and move out having said nothing at all. This inconsistency highlights the demand for an automated, user-friendly solution that can effectively engage both happy and unhappy residents to get to the root of their happiness or unhappiness, in an effort to improve their experiences. Such a solution would not only increase satisfaction, but would improve online ratings and boost leasing inquiries by providing a more accurate representation of the property.



## Solution

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AppFolio is a property management software (PMS) which services more than 19,000 customers, over 7 million property units, and drastically improves property operations. For many of these AppFolio users, the solution was to select Opiniion as their resident satisfaction software. The decision for these users was made with the understanding that Opiniion not only drives a high volume of online reviews, but helps their property staff measure and manage their resident experience, ultimately improving resident satisfaction. After all, Opiniion was built to support the unique needs of multifamily housing owners and operators. As an AppFolio partner, Opiniion integrates seamlessly with the PMS to automate the processes of engaging residents to collect resident feedback, generating online reviews, providing reports, and more. The result is a one-stop platform that provides the same great results whether users log in everyday, or not at all, decreasing the demand thrust on the property staff.

A large teal circle on the left side of the slide contains a white icon of two stylized human figures. Above each figure is a white speech bubble, indicating communication or feedback.

## Opiniion + AppFolio Integration

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Thanks to a strong integration between Opiniion and AppFolio, AppFolio users collect invaluable feedback at key events during the resident lifecycle—such as following a tour, at move-in, after a maintenance request is filled, at periodic intervals throughout the lease, all the way until the resident moves out. The best part, is it's fully automated. Properties using AppFolio can now gain a clear picture of how their residents feel about living at their properties, every step of the way, leveraging the feedback to improve processes and enhance the resident experience. Results can additionally be compared across the portfolio, and how they stack up against industry averages.

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## Data & Impact

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Before utilizing Opiniion, the properties within this study faced significant challenges related to resident engagement and satisfaction. They had implemented the familiar traditional practices of feedback generation, occasionally asking residents for reviews when the opportunity allowed, or in person, when they thought residents seemed happy. What they ended up with was minimal, unimpressive, and inconsistent results.

In aggregate the properties had accumulated 3,513 reviews with an average resident rating of 2.8 since their inception. By shifting their strategy to an automated resident-focused approach, the properties could now consistently generate new feedback and better online reviews with little-to-no effort added to their onsite teams. Following an average period of 10 months, properties using both Opiniion & AppFolio increased their aggregate review count to 4,439, adding nearly 1,000 reviews. Average ratings soared from 2.8 to 4.0 online, proving the value behind knowing what residents think and feel about their communities, and acting upon their input to improve their experiences.