

Mill Creek Residential Increases Consumer Engagement By 65%



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Kellie Hughes, VP of Marketing, Mill Creek Residential

Background

Mill Creek Residential develops, acquires and operates high-quality apartment communities in desirable locations coast-to-coast. They have developed more than 15,000 apartment homes across 50+ communities nationwide. They expect to deliver an additional 5,000+ apartment homes to their growing portfolio in 2016.

Opportunity

Mill Creek recognizes that prospective residents search for feedback on social media and review sites before shopping for their new home. In order to influence and attract new residents, they knew they needed to take steps to manage their online reputation.

Challenge

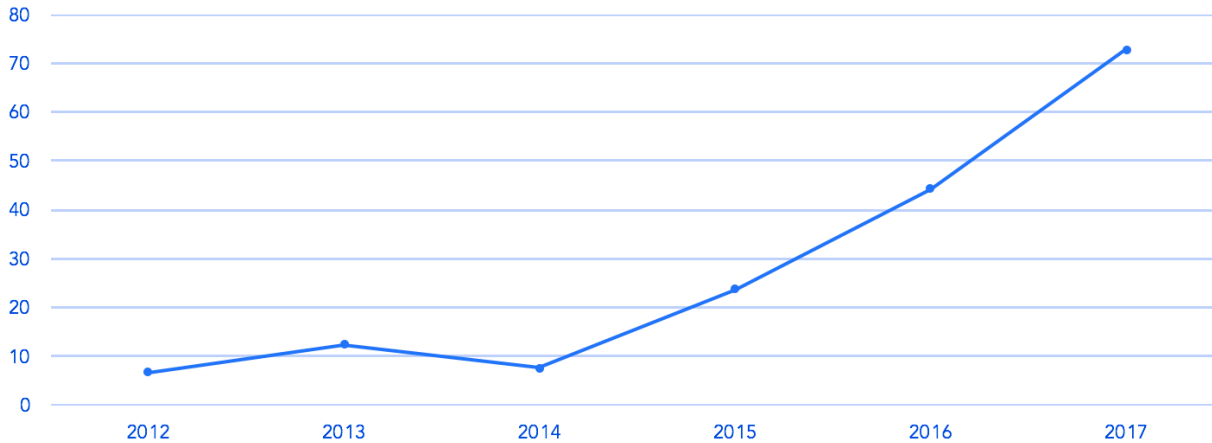
Mill Creek originally rolled out a different reputation management solution to 19 of their communities. The solution was too complex and time consuming. The solution was not centralized therefore, users had to login to multiple sites to manage their work and community managers were not authorized to post responses. Mill Creek’s marketing team realized that team-based workflow inefficiencies was adversely impacting consumer engagement. As a result, response rates of reviews were less than 25%.

Solution

Mill Creek adopted Social Compass to help it more productively manage their online reputations. The platform enables Mill Creek's marketing team to manage their entire program, including team-based workflow tools that help manage the process of posting their marketing messages. "Social Compass helps us drive engagement by enabling us to quickly and efficiently respond to reviews in a single platform across the company," said Kellie Hughes, Vice President of Marketing with Mill Creek.

Results

Since implementing Social Compass in 2014, Mill Creek has increased their response rate by 65%. They continue to roll out Social Compass to their growing portfolio in order to efficiently manage their reputation company-wide.



About Social Compass

Social Compass is a leading social intelligence company that extracts operational feedback from online conversations and distills the results into actionable insights. The company's enterprise SaaS platform, Social Compass powered by Binary Fountain, integrates all forms of consumer and employee feedback and leverages state-of-the-art natural language processing to help organizations understand and act on millions of conversations in real time.

To learn more, visit www.social-compass.com or email us at marketing@social-compass.com.