

Increase Property Visits With New Service From RealPage Contact Center

Instant Call Reply drives more qualified leads and higher conversion with phone follow-up service

CARROLLTON, Texas--(BUSINESS WIRE)-- RealPage, Inc. (NASDAQ: [RP](#)) introduces email service enhancement [Instant Call Reply](#) to its contact center leasing suite. Multifamily and single-family rental housing owners and operators who use this service can deliver heightened customer service to prospects and realize faster turnaround on appointments set for property visits. The contact center estimates that two-thirds of prospects reached with a phone call make appointments to visit the property.

“We’ve found that 85 percent of email inquiries include a phone number. By following up on a prospect email with a phone call, the site visit ratio can increase upwards of 400 percent over a traditional email response because you are reaching out to prospects while they are actively engaged in their apartment search,” said Mike Daley, senior vice president of the RealPage Contact Center. “Having the option of Instant Call Reply coupled with your standard email response helps you capture higher quality leads and convert them at a faster rate.”

Instant Call Reply leverages the RealPage Contact Center associates, whose sole focus is servicing incoming leads, providing more information and setting appointments, which frees up site staff to focus on resident service, community marketing efforts and onsite tours.

“Forever, we’ve assumed that the method a prospect contacts you through—whether email or phone or chat—is the way they want to receive a response, so we were pleasantly surprised to find that the Instant Call Reply service had such a positive impact. Responding to someone with a phone call adds an element of service that prospects appreciate, because they feel like they are receiving individual attention in a prompt manner,” said Virginia Love, vice president, leasing and marketing at Waterton Residential. “Since we implemented the Instant Call Reply solution last September, our visit set ratio increased 300 percent for email leads. We were able to capture more email leads and reach more prospects to set visits. This is the perfect solution to not only ignite your lead generation, but also to round out and complete your leasing experience.”

The RealPage Contact Center uses proprietary technology and a world-class employee development program to deliver greater results for its clients. This includes a professionally trained staff of marketing and maintenance associates, 24/7 support for both emergency and non-emergency service requests, and real-time prioritizing, routing and dispatching of resident requests. It also provides tracking and reporting real-time so owners and managers can see where leads are coming from and what ad sources are performing well.

For more information about the RealPage Contact Center and Instant Call Reply, visit www.realpage.com/level-one/.

About RealPage

RealPage, Inc. is a leading provider of comprehensive property management software solutions for the multifamily, commercial, single-family and vacation rental housing industries. These solutions help property owners increase efficiency, decrease expenses, enhance the resident experience and generate more revenue. Using its innovative SaaS platform, RealPage’s on-demand software enables easy system integration and streamlines online property management. Its product line covers the full spectrum of property management solutions, including leasing, accounting, revenue management, marketing solutions, resident services, renter insurance, utility management, spend management and apartment market research. Founded in 1998 and headquartered in Carrollton, Texas, RealPage currently serves over 8,700 clients worldwide from offices in North America and Asia. For more information about the company, visit www.realpage.com.

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RealPage, Inc.
Sarah Marshall, 972-820-3111
Sarah.Marshall@realpage.com

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