



Challenge

The leasing team at an apartment community sought a streamlined way to turn website traffic into tours. Their existing scheduling process required prospects to fill out a form, submit an application, or contact the community via phone, email, or in-person visit. These steps caused delays in the scheduling process, leading to drop-offs and fewer tour conversions.

Solution

The community introduced Schedule Genie to their website. Schedule Genie was present on every page of the site, gave prospects the ability to view available tour dates, self-select a time, and receive instant confirmation. Introducing Schedule Genie streamlined the process by reducing the friction that prospects typically experience when scheduling a tour.

Results

Prospects visited the site and used Schedule Genie to book 37 tours over the course of 33 days. 8 of those tours turned into leases for the community!

Qualify Your Leads

The leasing team increased their chances of securing leases by dedicating resources to qualified leads and learning more about their prospects. The team used Schedule Genie to ask prospects the following questions before their tour:

1. How soon are you looking to move?
2. What size home are you interested in?
3. What's most important to you in a new home?
4. Do you have any pets?

Improve the Tour Management Process

The automated process saved the management team time and all scheduled tours were automatically sent into the community's CRM.