

The Only Resident Maintenance Metric That Matters



Resident Service Cycle

Big Data

Big Data is a hot topic in Multifamily right now. With the injection of many new technologies over the past 5 years, there can be *too much* data and *too many* metrics to consume; operators are struggling to digest and make sense of it all.

When it comes to residential maintenance services, there are plenty of time-related metrics traditionally captured and measured:

- Tech time
- Repair time
- Task tracking
- Time-in; time-out
- Response time
- Requests 4-days+
- Etc...

These various data-points can be important and meaningful, but *is there a key metric* to look at when assessing the health of maintenance operations?

Service Cycle = elapsed time from request opened to completed from Resident's perspective

Filtering Out the Noise

In fairness, the search for a *key maintenance performance metric* does begin by digging through this traditionally-captured data. But, time-based metrics do not give the whole picture. Multifamily operators must include resident satisfaction/sentiment data into their analysis.

When time-based metrics are correlated with real-time/instant resident satisfaction survey data*, some patterns start to emerge:

- Same-day Service Cycles resulted in high resident satisfaction over 70% of the time
- Service Cycles of 0-2 hours are significant drivers to high resident satisfaction and service experiences
- When same-day request handling drops to less than half of total volume, resident satisfaction drops by 15-20%.

The last point is an important one. This is the point where requests begin to stack up and call-backs increase – possibly indicating under-staffing and/or quality issues.

Takeaways

The analysis of data taken from the resident's perspective shows that residents place significant value on **Service Cycle**; specifically, on same-day outcomes.

Operators should establish parameters around what is acceptable for their business, but the major pivot is measuring service operations from the resident's perspective.

With more and more virtual interaction between multifamily operators and their residents (call-center prospect handling, virtual apartment tours, online rent payment), maintenance is quickly becoming the last great opportunity to make a lasting impression, good or bad.

+70% Promoter Resident Service Experience
requires 25% 0-2hr, and 60% same-day Service Cycles

Contact Us: If you want more information about ServusConnect please contact visit us at [ServusConnect.com](https://www.servusconnect.com) or contact our sales team at (844)4SERVUS or email at info@servusconnect.com

**data collected/analyzed from 7500 apartment units over a 12-month period using the ServusConnect platform*