

# How Pangea Properties improved customer experience and boosted local SEO with BirdEye

PANGEA PROPERTIES





# Company snapshot



Pangea Properties is a multi-family real estate owner and operator. They own 13,000 apartment units and manage them across three major markets: Chicago, Indianapolis, and Baltimore. Pangea Properties serves thousands of tenants and works tirelessly to provide them with the best experience.

LOCATIONS

**40**

BIRDEYE CUSTOMER SINCE

**Jan 2020**

BIRDEYE PRODUCTS USED



**Listings**



**Reviews**



**Inbox**



**Insights**

## Background

With so many locations, Pangea Properties needed a way that they could manage their online reviews and customer communications in one place. They were especially looking for a solution that would help them automate and be customizable to fit the needs of each location. Because of the custom reporting capabilities and automatic review requests, Pangea Properties knew BirdEye was the right solution for them.

Pangea Properties was also suffering from a negative online reputation. They were finding that only their unhappy tenants were leaving reviews, which gave an inaccurate representation of their service to anyone who found them online. Pangea Properties needed a way to amplify the voices of their thousands of happy tenants, and address negative feedback in a strategic way.

## Easy review responses changed the game

Pangea Properties has always known the impact of responding to reviews. When a tenant leaves a great review, responding with a sincere "Thank you!" proves to their tenants that they care. When a tenant leaves a negative review, the team knew they needed to respond quickly to resolve the issue. However, without having the right solution in place, they had struggled to keep up with their review responses at scale.



 **★★★★★**  
Lisa Coston Jul 2, 2020

 Pangea Oaks Apartments - Baltimor...

THEY WERE AWESTOME. Turned me around the website wasn't ..helpful, but the in house staff ,Sharina & Nicole , even the office manager were all so nice, very helpful, and actually turned me around..

Megan Davidson replied on [Google](#) Jul 02, 2020 03:07 PM (PST)

Thank you so much, Lisa! I'm sorry you had some issues with our website, but I'm glad Sharina and Nicole were able to help you out. We have a fantastic team who do their best to offer the quality of service you deserve. Please let us know if there's anything else we can help you with in the future!

Sharina R

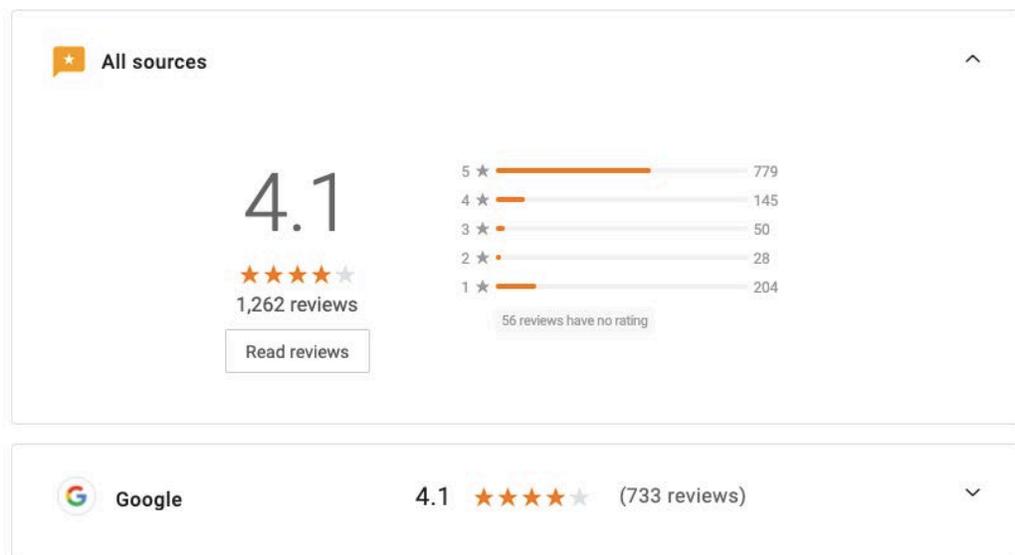
Actions ▾

Edit reply

BirdEye helped Pangea Properties respond to all of their reviews, both positive and negative, to improve their customer experience. Now, tenants know that their feedback is being heard and addressed. The constant stream of client feedback helps them to see which locations are performing well, and which locations need additional support. Not only have online reviews helped Pangea Properties improve their customer experience, but it also helps them rank higher in local searches and improve their SEO, which is a crucial element to beating the competition.

### Reviews & ratings by source

Actions ▾





## Seamless integration with Yardi

BirdEye's integration with Yardi, a property management software, was another selling point for Pangea Properties. Using Yardi and BirdEye, they are able to collect feedback from tenants on leasing agents' performance, what their experience was like at a property showing, and how well the company is doing at their call centers. Pangea Properties uses this customer feedback to improve their business practices. Because much of this feedback is given in the form of reviews, the transparency helps to show prospects how much Pangea Properties values their customer experience.

## Business adjustments during a pandemic

BirdEye has helped Pangea Properties maintain the same level of customer care even amidst the pandemic. Many property management companies struggled to adjust to lockdowns and quarantines during COVID-19. As Pangea Properties started to set up virtual tours and online consultations, they noticed through their reviews that some elements were slipping through the cracks. After reading their feedback, they were able to adjust to a smoother process and ensure that all interested prospects were getting the proper follow-up calls and emails.

**Pangea Properties** Send Review Invite

Locations Categories **Topics** Snippets

### Most mentioned topics

All sentiment

Rank	Topic	Sentiment	Mentions
1	great experience	A+	257
2	great customer service	A+	139
3	great place	A+	134
4	friendly staff	A+	132
5	great service	A+	125
6	nice apartment	A+	122
7	great pangea	A+	109
8	love apartment	A+	103
9	not problem	A+	95
10	great staff	A+	90

### Great experience

All time

Sentiment	Mentions	Percentage
A+	257	2.74%

#### Most 'great experience' mentions by location

Location	Mention count
Pangea Real Estate- corporate	172
Pangea Austin Apartments - Chicago, IL	23
Pangea South Shore Apartments - Chicago, IL	14
Pangea Lakes Apartments - Riverdale, IL	10
Pangea Auburn Gresham Apartments - Chicago, IL	8
Pangea Groves Apartments - Indianapolis, IN	4
Pangea Park Townhomes - Park Forest, IL	4
Pangea Fields Apartments - Indianapolis, IN	3
Pangea Real Estate - Chicago, IL	3
Pangea Chatham Apartments - Chicago, IL	3

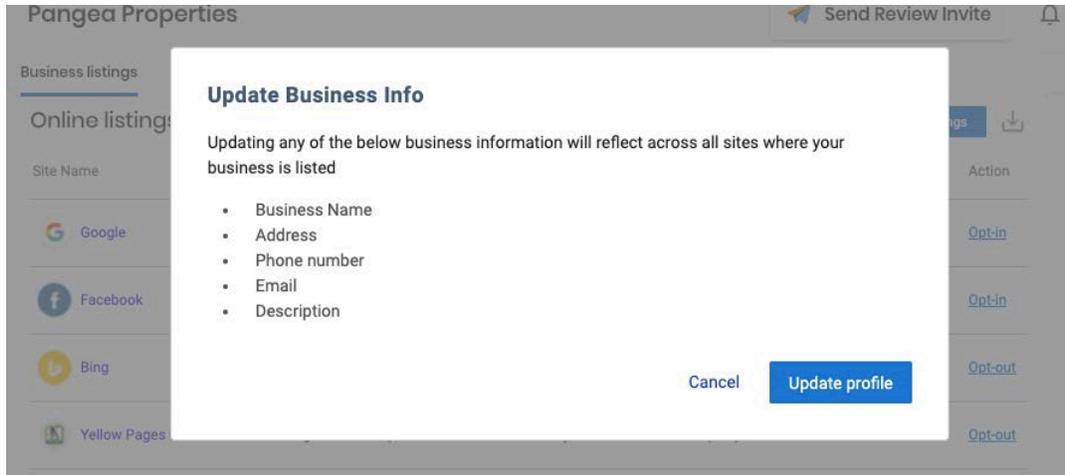
#### What customers say about 'great experience'

This is my fourth year of leasing with Pangea Grove and I would like to inform you about my wonderful **experience**...[more](#)

**good experience** overall...[more](#)



BirdEye's listings management has also helped Pangea Properties keep their tenants and prospects informed about changing operations. Having one tool to push out the correct information improved customer experience and helped them keep all customers informed and happy during these uncertain times.



“Having a **great customer experience** is so important in the apartment industry. It's crucial to have great reviews and to keep your customers happy along every step of the customer journey. BirdEye helped us do that. The added SEO benefit from BirdEye's local listing management and local SEO has been a huge positive as well.”



ARUN DAS - HEAD OF MARKETING AND TECHNOLOGY

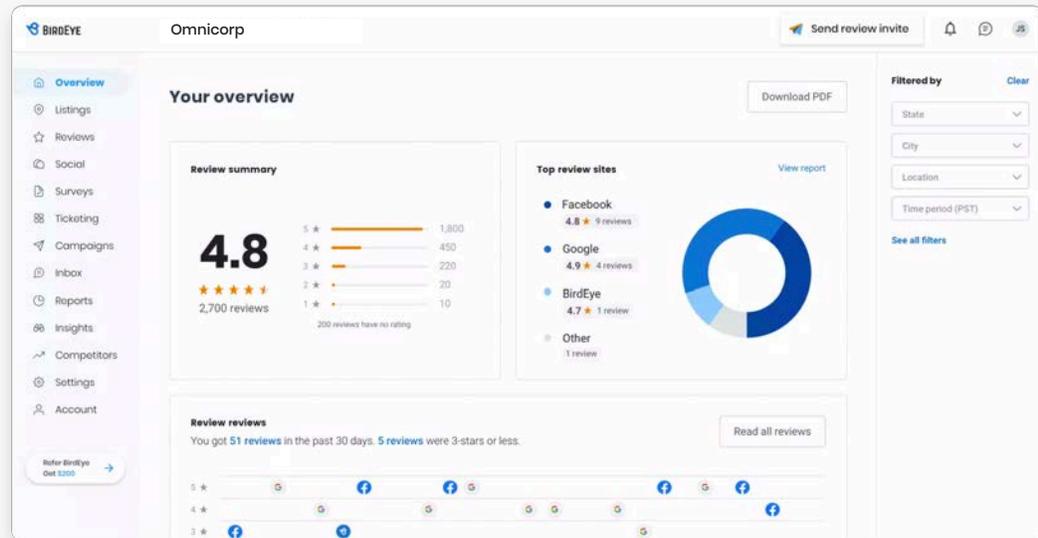
## How Pangea Properties found success

By choosing BirdEye as their solution, Pangea Properties was able to improve their customer experience from the moment of discovery. BirdEye has helped them manage their online reputation across all of their locations, respond to customer feedback quickly, and see where business strategy adjustments were needed. Their current review cadence keeps them informed about their client experience across all of their properties, and helps them turn previous issues into opportunities for client delight.



# About BirdEye

**The customer experience platform to be found online, be chosen with interactions, and be the best business.**



BirdEye, the comprehensive customer experience platform, enables businesses of all sizes to be found online through reviews, be chosen by customers with 1:1 customer text messaging interactions, and be the best business with survey and insights tools.

BirdEye's all-in-one CX and ORM platforms include review monitoring, review generation, review marketing, business text messaging, bulk messaging, textable landline numbers, web chat, live chat, a centralized inbox, customer surveys, customer support ticketing, listings, business insights and competitive benchmarking.

BirdEye was ranked #1 in Online Reputation Management (8 consecutive times) and #60 in the "100 Best Software Companies" in the world by G2.

Want to learn more? Head to our website and see why over 50,000 businesses trust BirdEye to help them be found, be chosen, be connected, and be the best.

**See how BirdEye can help you grow your business!**

Call us at **1-800-561-3357**, [schedule a demo](#) or visit [www.birdeye.com](http://www.birdeye.com) for more information.



# BirdEye products

**BirdEye is the only comprehensive platform for customer experience that offers a range of products that scale with your business.**



## Listings

Manage your business listings on 50+ sites to rank higher everywhere online. Dominate local SEO with your custom BirdEye profile.



## Reviews

Get customer reviews on sites that matter to your business and boost customer happiness by leveraging feedback from 150+ review sites.



## Referrals

Let your customers refer your business to their family and friends and get new customers through word of mouth.



## Interactions

The single customer interactions software for your team to connect with leads and customers through text, live chat, video and bulk messaging.



## Surveys

Connect with your customers at any point in their journey by engaging at the right time, in the right channel, with simple and effective surveys.



## Ticketing

Convert reviews, social mentions and survey responses into support tickets and solve issues before they escalate.



## Insights

Dig beneath reviews, ratings, customer feedback, and survey scores to discover what's working, what's not, and where.



## Benchmarking

Analyze your competition through customer feedback to understand where you rank in your industry and leverage competitive insights to get ahead.

**See how BirdEye can help you grow your business!**

Call us at **1-800-561-3357**, **schedule a demo** or visit **[www.birdeye.com](http://www.birdeye.com)** for more information.