

Case Study:

Set Up for Success: How Knock's Onboarding Boosted Redwood Residential's Response Rates and Saved Teams Time



Since its founding in 2017, Chicago-based Redwood Residential has quickly grown, now boasting three regional offices and more than 5,000 units under management.

During its first few years of operations, Redwood teams utilized the CRM (customer relationship management) platform within their PMS (property management system). Now, with several years of successful growth under their belts, Redwood leadership began looking for a CRM that was designed to set their teams up for success.

“At the end of the day, if we’re providing our teams with the best tool possible, then we’re providing the best experience for our customers,”

explained Training and Operations Manager Bethany Dolder. And with Dolder spending at least six to eight hours a week supporting teams, a user-friendly CRM would greatly improve her workload, too.

Another result that was high on Redwood’s wish list was improving onsite teams’ response rates. “We have to be responsive to folks, whether it’s a prospective resident or current residents, and we were falling short of our expectation,” Dolder said.



Let's get into **the details**



“From A to Z and Every Letter in Between”

“We tested out several products to really understand what would be best for our team members, and ultimately Knock was that for several reasons,” said Dolder. “It was really the product itself: the ease of use, the user-friendly experience, and the degree to which we have the ability to communicate by various avenues like texting, email, calls.”

Redwood noticed the difference with Knock immediately, beginning with the onboarding and training process. “They genuinely cared about understanding what our goals are, and that’s super important, because every organization may have a different goal in mind and what they’re looking to achieve,” Dolder shared. “It’s really refreshing to know that we have the ability to rely on them and work with them.”

Knock’s onboarding teams also ensured that Redwood had a detailed understanding of what the onboarding process — and beyond — would look like.

“The team did a fabulous job of setting up expectations for us,” Dolder said. “They put everything in front of us to show what it would look like, and to me that is crucial, because a rollout can be tedious; there’s a lot of things that can go wrong. But in our case things went really well, because we were set up for success with the partnership. We understood from A to Z and every letter in between.”

As a trainer, Dolder also appreciated that Knock gave Redwood the opportunity to show that they take onsite teams’ job satisfaction seriously. “We have the ability to show our teams that this is a tool for them, more than anything,” she said. “They have the ability to customize things and really make it work for them individually, but it still remains useful for the entire team.”

Increasing Responsiveness and Team Performance

Bolstered by their onboarding process, Redwood’s onsite teams were ready to tackle their response rates.

Crucial to improving responsiveness were Knock’s [quick reply templates](#) — “a huge time-saving tool,” said Dolder. Built right into Knock CRM, quick replies are pre-written responses for email and SMS with areas customers can customize for each prospect — saving teams time and creating brand consistency while still providing a personalized experience for customers.

Also helping improve response rates was Knock’s user-friendly [leasing dashboard](#), where teams can see

at-a-glance — and be automatically reminded of — which prospects need following up with, when. “The layout makes it easy for them to come in and say, ‘I know what I have to do today,’” Dolder said.

Additionally, Knock’s [360 Guest Card](#), viewable on the dashboard, expanded prospect coverage, so if one leasing team member was out, the prospect they were communicating with wouldn’t fall through the cracks. “There’s not a single person in our industry who can say, ‘Here’s what I’m doing today, and I’m going to get all this done without interruptions,’” said Dolder.

“With Knock, it doesn’t just fall on one person — anybody can jump in there and get the job done, and to us, that’s what it’s all about.”



Goals Exceeded with Help from Knock — Plus Some Surprise Results

Knock has given “our onsite teams at least two to three hours back in their day on a daily basis,” Dolder said. And with Knock’s ongoing support, Dolder, herself, has gotten hours back in her day that were previously devoted to answering questions about how to use software.

“Truthfully, being a training department of one, I can’t be everything to everyone, so to know that this partnership is really working to support us is all we can ask for,” she said. “Knock has made it possible for people to come in every day and know that they have the resources, tools, and support that will allow them to do their job and have it be rewarding as well, and I can confidently say our teams feel empowered using Knock.”

Most importantly, Knock helped Redwood achieve their goal of improving responsiveness. Redwood now has an average follow-up rate of 89.8% — with many individual properties coming in well above that at 99%. “Once Knock was implemented, over 80% of teams were exceeding their responsiveness goals,” said Dolder. “In fact, after switching to Knock, one of the lowest performers in the portfolio is now in the top six.”

And with help from Knock, Redwood is now ahead of industry benchmarks in a number of other areas, too, including average occupancy and average traffic per week.

As an added bonus, Dolder says that Knock has also directly contributed to Redwood’s increased employee retention rates. “As of this year we’re down to under 20% turnover with onsite teams,” she said. “That’s not just a testament to who we are, but also to the decisions we’ve made to partner with companies like Knock, who provide tools for our team members that let them know they’re valued and that they’re seen and heard, and that what they do is important.”



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