

# Joining the Social Media Conversation and Boosting Agent Retention



A LISTEN360 CUSTOMER STORY



## MEETING THE FUTURE NOW

CB Bain | Seal is known for its exceptionally knowledgeable and caring team — the company receives hundreds of reviews praising the agents' expertise, professionalism, responsiveness, and dedication to serving the client's needs. Not one to rest on its laurels, CB Bain | Seal's goals are to find more ways to develop meaningful, long-term relationships with clients; use social media to increase referral and repeat business; and continue to attract and retain top agents in the industry.

## THE CHALLENGE

Integral to CB Bain | Seal's goals is the company's vision for leveraging social media. "The advent of social media and review sites such as Yelp, Realtor.com, Trulia, and Zillow has already changed the way clients select agents," explains Suzanne Mueller, Chief Marketing Officer for CB Bain | Seal. "At the top of our challenges was finding a way to actively participate in those online discussions—not sit on the sidelines and simply react."

But first, CB Bain | Seal needed an effective way to hear what clients are saying. Mueller explains that previously, the company had no method for obtaining truly objective client feedback, and certainly no ability to share feedback across social media sites.

"We have 30 branches and each was using a different paper-based process to request feedback," says Mueller. "It was manually-intensive to sift through the responses; we had no consistent follow-up, no quantifiable way to track performance, and no method for evaluating word-of-mouth lead generation. In addition, low response rates meant we didn't have as much data as we wanted."

## THE LISTEN360 DIFFERENCE

CB Bain | Seal describes Listen360 to its agents as a "best in-class feedback solution that measures client experience, satisfaction and loyalty." The new process is so effective that all 30 branches and 87.5% of agents are using Listen360, and participation increases daily as agents see the positive results. Here's how it works:

- When a client's transaction closes, the client's information is pulled from CB Bain | Seal's accounting system, which is integrated with Listen360. Each week, the accounting system generates a client report that triggers Listen360 to automatically send an email requesting feedback from clients who purchased or sold a property within the past week.



INDUSTRY

**Real Estate**

LOCATIONS

**30**

As the leading provider of real estate brokerage services in Washington and Oregon, Coldwell Banker Bain | Seal has been helping homeowners find their dream home, protect their investment, and upsize or downsize when the time is right. Known as a forward-thinking company, it's no surprise that CB Bain | Seal is the first in the industry to implement an automated customer feedback system. Listen360 collects customer feedback, shares positive reviews across social media, and has increased both client and agent retention. With Listen360, CB Bain | Seal feels right at home.

- The feedback request contains two questions: “How likely are you to recommend us to a friend?” and an open-ended request for clients to share more about their experience with CB Bain | Seal. Based on clients’ responses, the system organizes them into three categories: “Promoters” are clients who would recommend CB Bain | Seal to a friend; “Passives” are neutral; and “Detractors” are those with negative feedback. The system generates a real-time task list for agents, making it easy for them to follow up with clients if there are any issues or concerns.
- The feedback request offers happy clients a one-click method for sharing their experience on their personal Facebook, Twitter and/or LinkedIn pages, which in turn enables CB Bain | Seal to use online word-of-mouth to attract new business.
- Listen360 provides CB Bain | Seal with intuitive reporting methods, including a nightly email of all client responses. This keeps everyone apprised of the client experience system-wide, and allows agents to see and respond to what clients are saying in real-time.
- Listen360 translates the client data into a loyalty score and displays this and other performance indicators on a graphical dashboard. The dashboard also shows realtime results from Listen360’s “Voice of the Customer”— a proprietary text analytics tool that categorizes client feedback into key themes. “Voice of the Customer helps us understand our strengths as well as areas for improvement,” says Mueller, “and it has completely affirmed that we are doing business in alignment with our corporate values. This was huge! Previously, we all believed that our agents embodied our high standards, but we had no quantifiable data to verify that. Now we do. With Listen360, we see that our clients are talking about our agents’ knowledge, professionalism and service — our brand pillars. Our clients use these words over and over again to express their positive experiences with us.”
- Listen360 also streams client reviews onto CB Bain | Seal’s Facebook page, company websites (CBBain.com and CBSeal.com), and participating agents’ profile pages. This significantly helps brokers and agents stay in touch with clients and develop ongoing relationships.

## TRUE STORY

Mueller tells of an agent in Seattle who received a 6 out of 10 rating from a couple whom he helped purchase a new home. The agent was surprised; when he read the feedback in the nightly email, he learned that the clients felt he could have “communicated better to keep them in the loop.”

“The agent was shocked; he had no idea the clients felt this way,” Mueller recalls. “So he called them and they got to talking about the feedback. It turns out that the clients were without internet service during their move, and the agent had been communicating with them via email! So as he apologizes, the clients tell him that he did a great job, they love the house, and oh, by the way, could he list their vacation property?” Mueller laughs. “Now the agent is listing another property and creating a long-term relationship with the client. Listen360’s feedback system is all about communication like this. Without the client’s feedback and the agent’s follow up, the agent would never have known.”

## LEVERAGING SOCIAL MEDIA AS LEAD GENERATION

One of the features that Mueller is most excited about is Listen360’s social media integration and the ability to leverage clients’ feedback for word-of-mouth referrals.

“The conversation is already happening online,” explains Mueller. “The three top real estate portals are already posting reviews. As a broker or agent, don’t you want to own that conversation? Don’t you want your clients to share their positive reviews with friends? We do. Listen360 enables us to intentionally reach out to clients and request feedback to help drive that conversation and accumulate reviews to post and share.”



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**SUZANNE MUELLER**, CHIEF MARKETING OFFICER, COLDWELL BANKER BAIN



Learn more about using Listen360 Customer Feedback and Online Reviews Management to drive franchise growth & profit.

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