

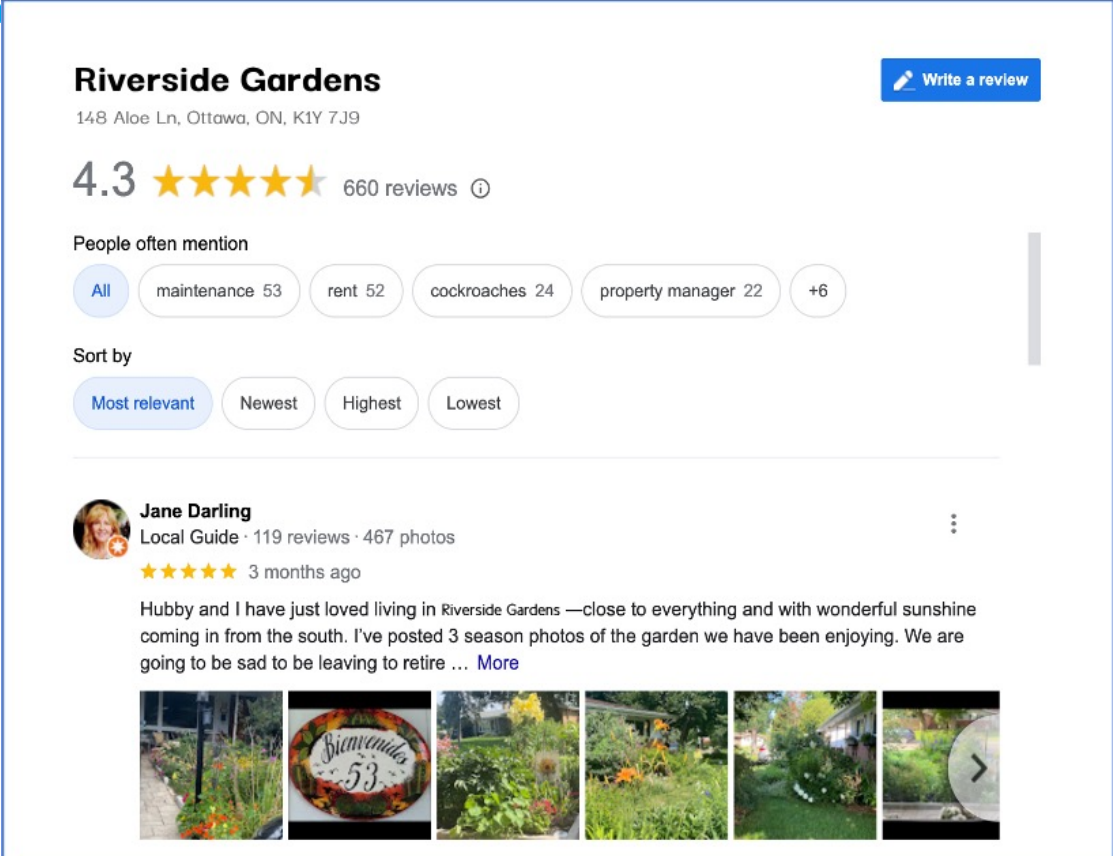
NovaceneAI Resident Experience Platform



Using AI to generate actionable insights from resident feedback

The Problem

- Google Reviews are a rich source of information that can help apartment property owners and managers to **improve their resident experiences**.
- The problem is that Google Reviews are difficult to collect, analyze and interpret without **significant human intervention**.
- Beyond classifying and analyzing sentiment and opinions across thousands of reviews representing multiple properties, Apartment property owners and managers would benefit from **a platform to help prioritize and scale their responses**.



Riverside Gardens [Write a review](#)

148 Aloe Ln, Ottawa, ON, K1Y 7J9


4.3 ★★★★★ 660 reviews ⓘ

People often mention

All maintenance 53 rent 52 cockroaches 24 property manager 22 +6


Sort by

Most relevant Newest Highest Lowest


 **Jane Darling**
Local Guide · 119 reviews · 467 photos

★★★★★ 3 months ago

Hubby and I have just loved living in Riverside Gardens —close to everything and with wonderful sunshine coming in from the south. I've posted 3 season photos of the garden we have been enjoying. We are going to be sad to be leaving to retire ... [More](#)



Approach

- 
- The NovaceneAI Resident Experience Platform analyzed **Google Reviews** from a large real estate investment trust managing multiple apartment properties across multiple cities.
 - Although the residents' comments are publicly available, we have **anonymized the data** to protect what may be perceived as sensitive information.
 - **CityScape properties** and the three apartment properties featured in this document are fictional; **Riverside Gardens, Harborfront Heights and Summit Ridge Residences**. Aside from this, the **DATA IS REAL**.
 - The data was used to create a **Resident Experience Index** for each property.
 - An analyst used the Resident Experience Platform to identify **the top three drivers of resident experience** and the opinions underpinning each driver: **Maintenance, Leasing and Customer Service**.
 - The following is an **executive summary** of the insights available to an analyst using the **NovaceneAI Resident Experience Platform**.

CityScape – Resident Experience Index (2023)

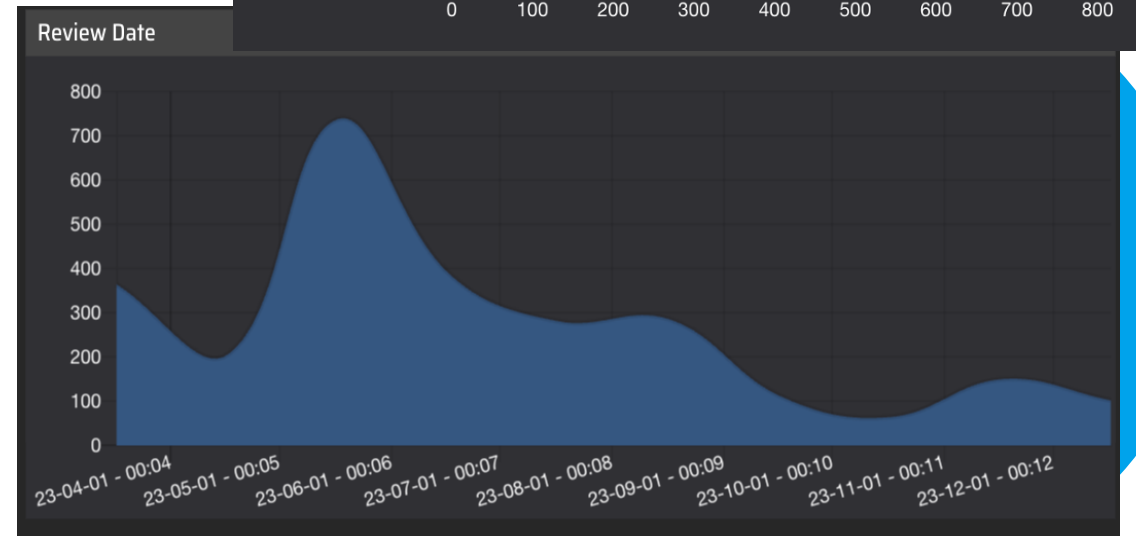
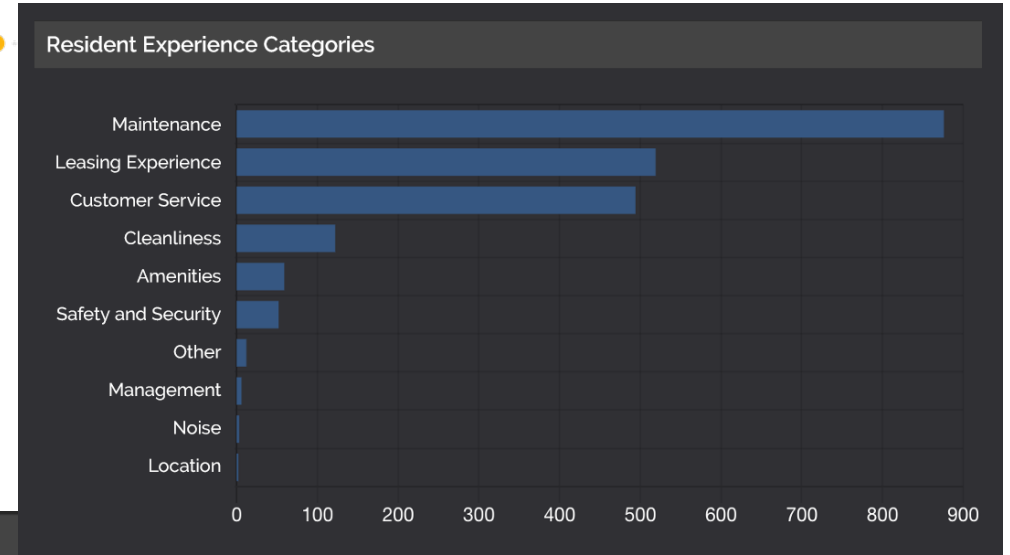
Property	Overall	Maintenance	Leasing	Customer Service
<i>Portfolio Average</i>	+32.25	+10.75	+51.89	+38.59
Riverside Gardens	+50.72	+51.07	+66.48	+56.51
Harborfront Heights	+41.18	+31.09	+46.39	+50.45
Summit Ridge Residences	+4.85	-49.92	+42.81	+8.81

The NovaceneAI™ Platform provides insights across all Resident Experience categories for each property.

The Resident Experience Index was calculated using the following equation $i = \left(\frac{\text{Positive} - \text{Negative Reviews}}{\text{Positive} + \text{Negative Reviews}} \right) * 100$

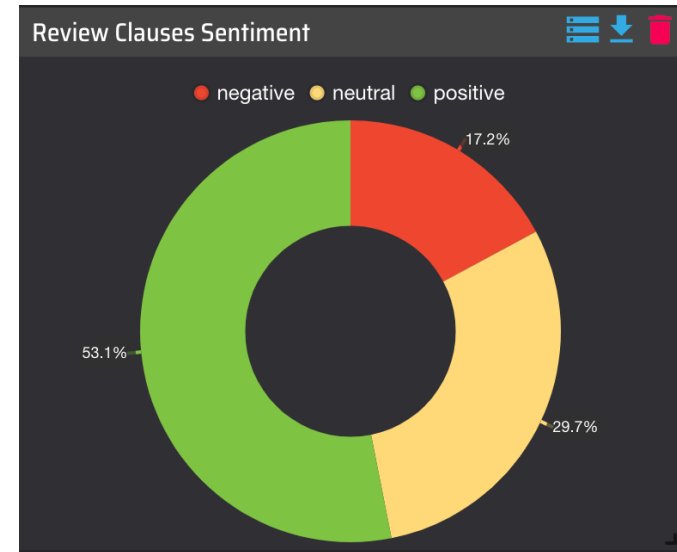
Riverside Gardens – Top Level Results

- **Maintenance, leasing experience, and customer service** are the top three mentions impacting the resident experience, accounting for 90% of all issues at Riverside Gardens.
- The peak period for customer reviews is **May to September** (both positive and negative).
- **Overall Resident Experience sentiment is:**
 - **52% positive**
 - **17% negative**
 - **Net sentiment is +50.72**



Riverside Gardens – Maintenance Experience – Positives

- The majority of maintenance mentions expressed in reviews are positive in nature (**53.1%**).
- The Reviews generally express gratitude and satisfaction with the **promptness** and **effectiveness** of the **maintenance staff** at CityScape.
- Residents appreciate the **responsive and reliable service** provided by CityScape's maintenance team.
- The **net sentiment rate** for Maintenance at Riverside Gardens is **+51.07**.

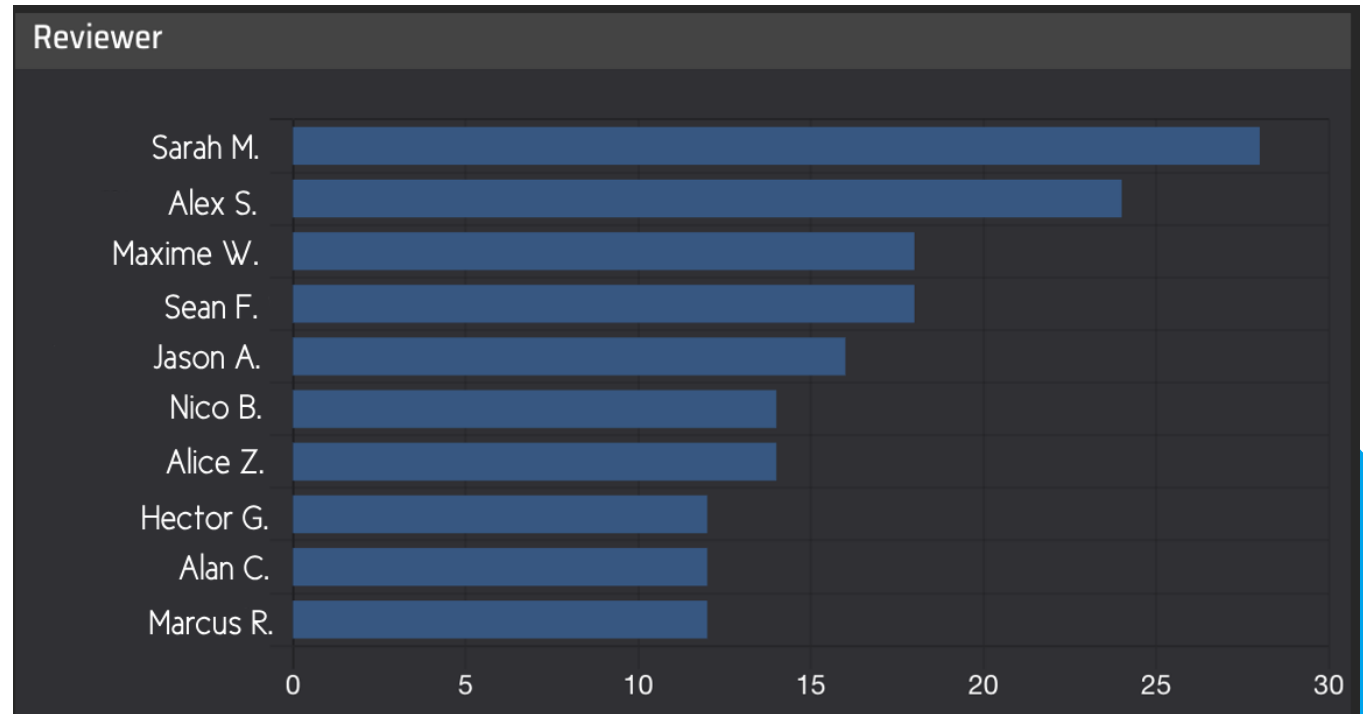


Resident Testimonial:

"They always try to resolve problems as quickly as possible. I thank Kira who always listens and takes everything we say to her seriously."

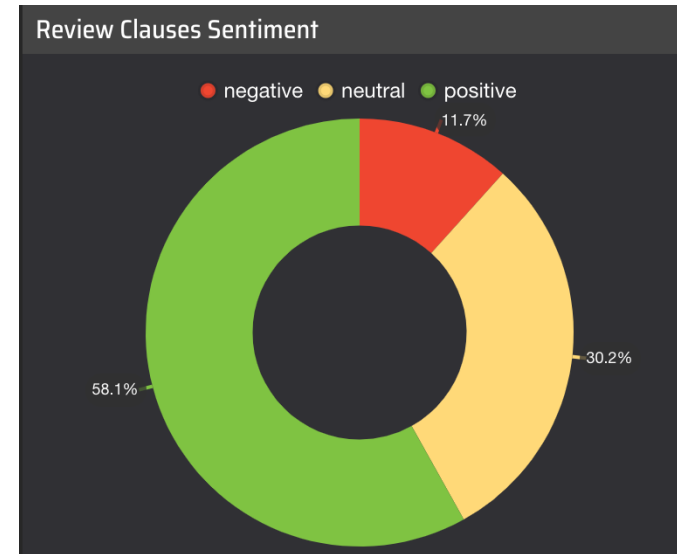
Riverside Gardens – Maintenance Experience – Negatives

- Seventeen percent (**17%**) of Maintenance mentions expressed in Reviews are negative in nature.
- Residents have identified **slow response times** from the **service coordinator (name withheld)**.
- Over **one-third (37%)** of the **negative mentions** of maintenance at Riverside Gardens came from **5 residents**.



Riverside Gardens – Leasing Experience – Positives

- Most Leasing Experience mentions expressed in Reviews were positive in nature (**58.1%**)
- The Reviews generally express gratitude with the Leasing Experience process being **smooth** and **efficient**
- Reviewers appreciated the **knowledgeable Leasing Team** members that **provided clear communication**
- The **net sentiment rate** for Leasing Experience at Riverside Gardens is **+66.48**

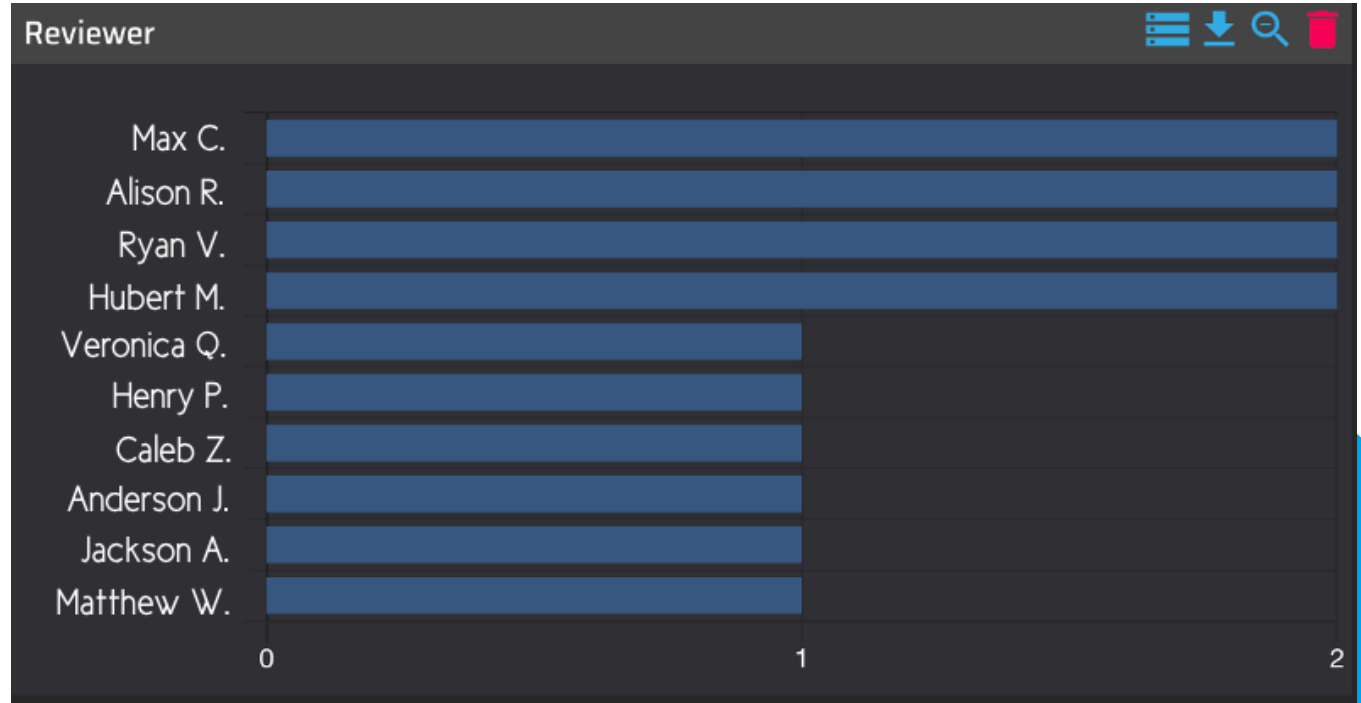


Resident Testimonial:

“It was a really nice service from Susan who was in charge of the leasing process. She answered all our questions during the whole process in a timely manner being friendly, helpful and knowledgeable. Very grateful!”

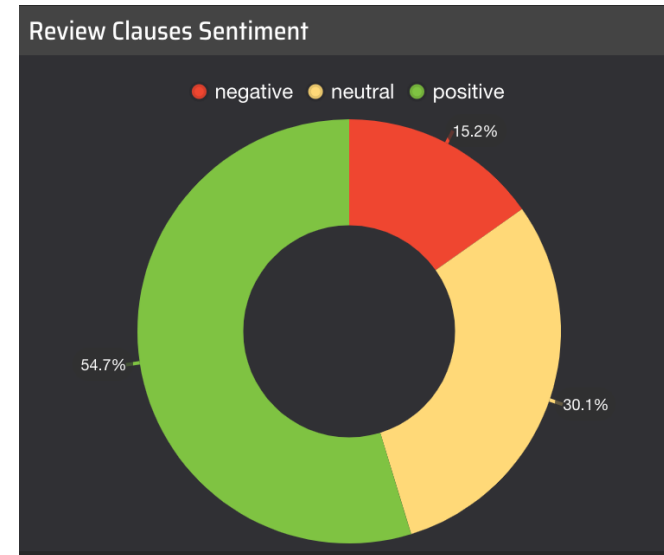
Riverside Gardens – Leasing Experience – Negatives

- A minority of leasing mentions expressed in reviews are negative in nature (**11.7%**)
- Some mentions from reviewers were about move-in conditions of their unit:
 - Bedbug and roach infestations
 - Overpriced rent
 - Smoking inside the building
 - Poor management.
- Almost **two-thirds (62%)** of the **negative mentions** of Leasing at Riverside Gardens came from **5 residents**



Riverside Gardens – Customer Service Experience – Positives

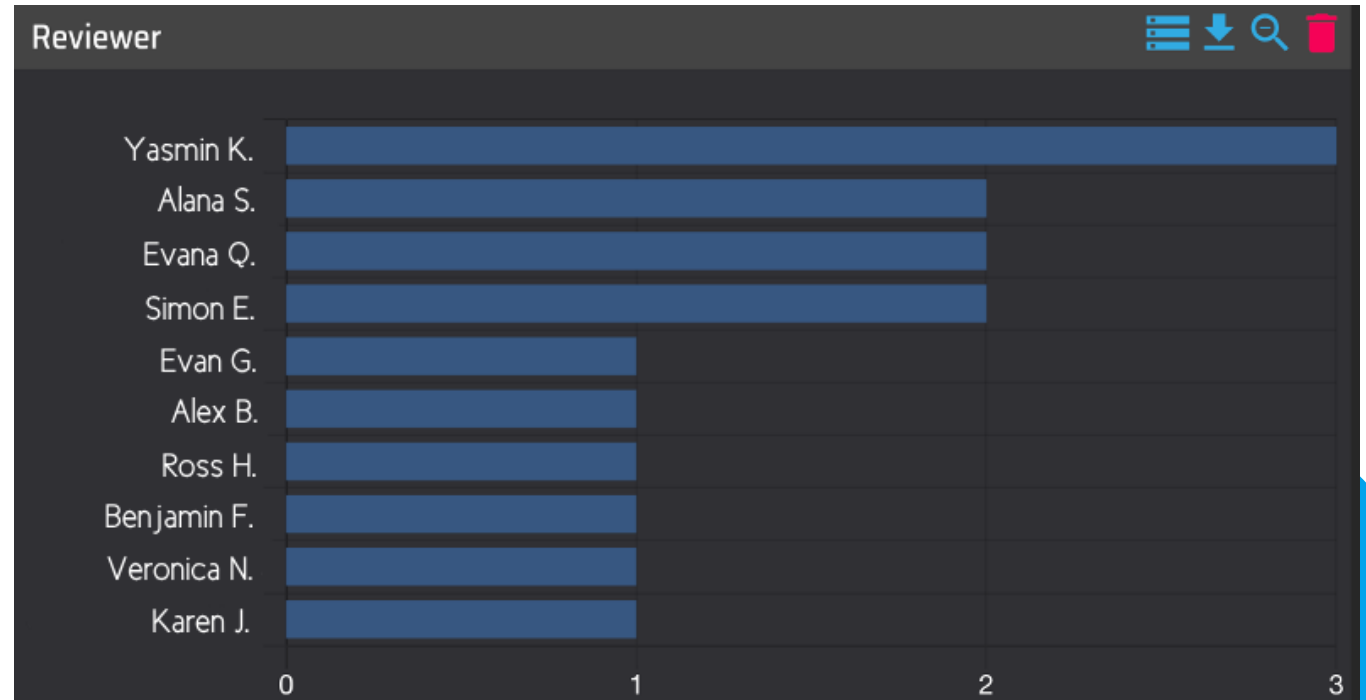
- Most of the customer service mentions expressed in reviews were positive in nature (**54.7%**)
- The reviewers voiced gratification with the **quick and effective** service by the customer service team
- Residents stressed their appreciation of staff going **above and beyond** to resolve concerns
- The **net sentiment rate** for customer service at Riverside Gardens is **+56.51**



Resident Testimonial:
“The Service Coordinator, Savannah, responded to my emails promptly and found a solution to my issues quickly.”

Riverside Gardens – Customer Service Experience – Negatives

- Some of customer service mentions in reviews were negative (**15.2%**)
- Residents mentioned **slow customer service** and **difficulty contacting management** for leasing requirements
- **80%** of the **negative mentions** about customer service at Riverside Gardens came from **5 residents**



The NovaceneAI Resident Experience Platform

With NovaceneAI Resident Experience Platform apartment property owners and operators can:

- Save and/or re-allocate money spent on the resident experience.
- Track, report on and improve your resident experience.
- Use all your resident experience data to make informed business decisions (surveys, phone transcripts, emails, social media.)
- Improve your online reputation.
- Fine-tune your marketing efforts.



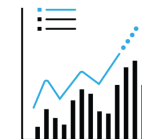
**Survey, Email, Phone,
Social Media, and
Other Text Data**



**NovaceneAI Resident
Experience Platform**

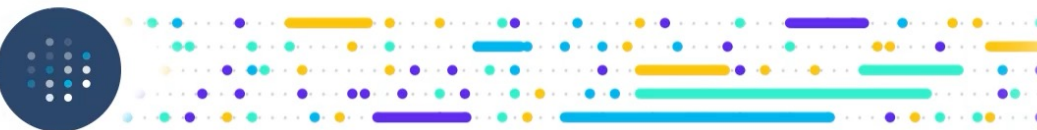
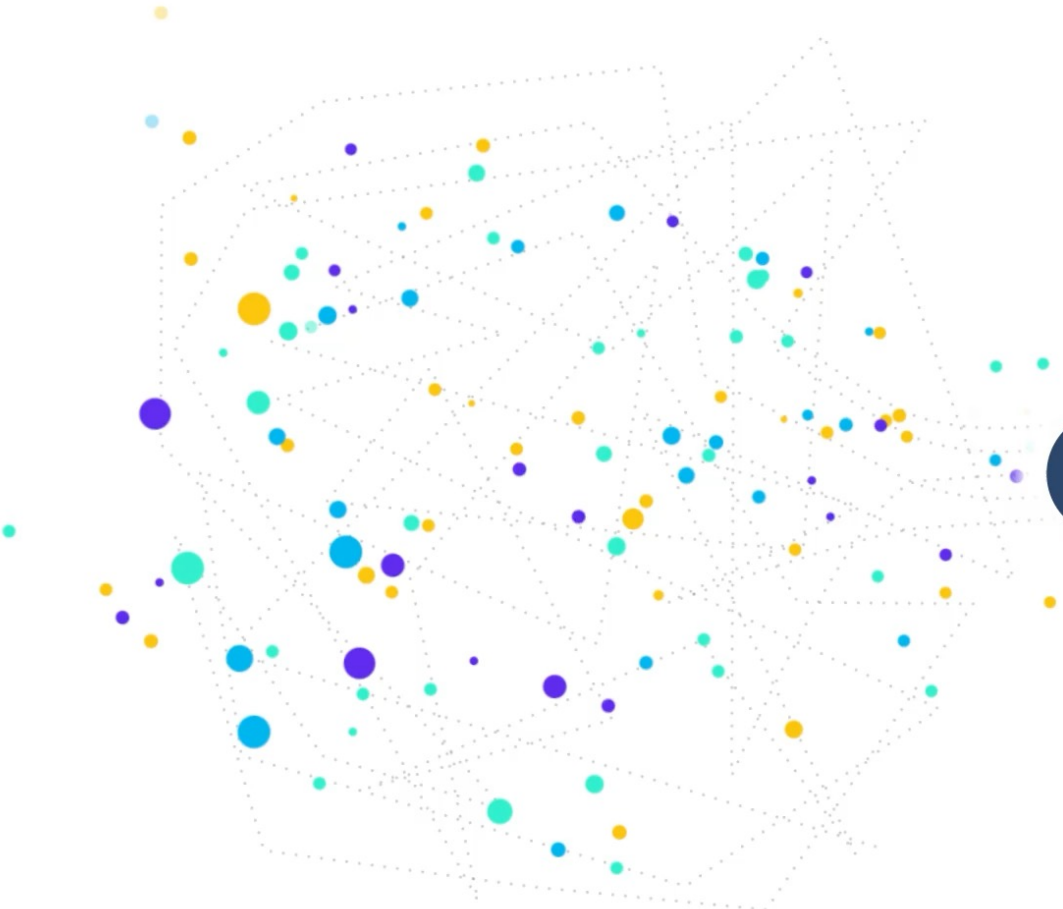


Analyst



**Residence Experience
Report**

Contact us and get started



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