Catalyst + Entrata® Redd™

IMPROVING RESIDENT EXPERIENCE ONE INTERACTION AT A TIME

Just like virtually everyone in the multifamily industry, Catalyst is trying to figure out what centralization means to them. A big part of that is utilizing AI to centralize leasing and resident communications to simplify the process for both residents, applicants, and site teams alike.

"We are trying to figure out how to centralize leasing and marketing," said Caitlin Garrison, Managing Director of Marketing and Consumer at Catalyst. "AI is going to be a big part of that because it will allow us to answer as many questions as possible before the applicant or resident needs to speak to a human."

Let Redd take care of basic questions

To solve this problem, Catalyst implemented Entrata Redd on its website and on its phones to act as the first point of contact for prospects and applicants. Early results of the implementation have been promising.

"We've seen an average increase of **23 seconds** in chat conversations and an increase of about **15 seconds** with voice conversations with Redd," related Garrison. "People are trusting the answers that they're getting so they ask more questions. In my conversations with the leasing team, they're getting a lot less of the 'Hey do you accept pitbulls?' or "What can I expect from the application process?' because we're seeing people use [Redd] for that kind of conversation."

Additionally, Catalyst has seen **12%** of all chats transition into viable guest cards and **96%** of those leads result in a tour, and **20%** of all voice conversations and **32%** of text conversations on Redd result in tours with the prospect never even speaking with a live agent.
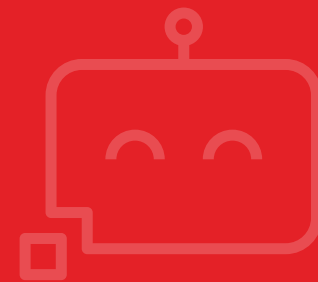
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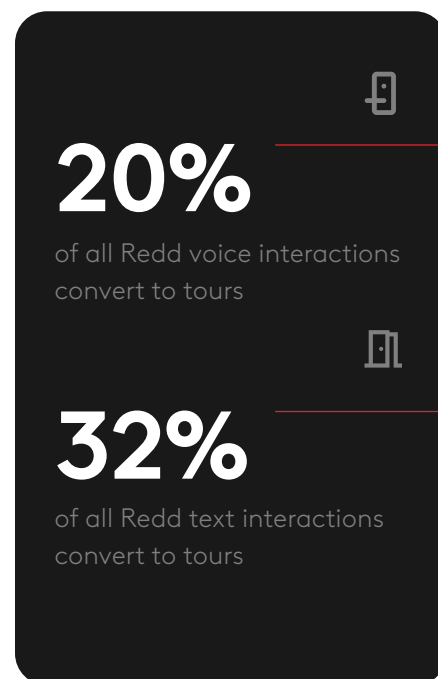
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Improve application approval rates

Because Redd responds to basic questions, it frees up site teams to focus on more complex issues and deliver a better experience to anyone that interacts with the property. Additionally, they've seen a positive impact on application approval percentages in part due to the help Redd provides on the frontlines. Applicants who interacted with Redd are **30.5%** more likely to be approved than those that did not.

"What we've actually seen is our tour to application percentage and our application approval percentages are way higher [than industry average]," concluded Garrison. I think that's because we're having more detailed [human to human] conversations, because those day to day questions have already been answered [by Redd]."

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