

“With **Chat IQ** and **CRM IQ**, our teams have everything they need in one place. We don’t have to manually update anything since the solutions are connected to our RentCafe property data.”



CARRIE BAKKE

Senior Systems Analyst
Cushman & Wakefield / The Lund Company



Multifamily | 20,000 apartments

lundco.com

The Lund Company increased conversion rates and enhanced efficiency with **Chat IQ** and **CRM IQ**



More time available

6 hours

SAVED DAILY



Better customer service

97%

BOT-ANSWERED QUESTIONS



More leases signed

68%

CONVERSION RATE

THE CHALLENGE

The Lund Company needed an efficient way to field repetitive questions that consumed most of their leasing team’s time. But a traditional chatbot still required them to manually update property data and was unable to address resident inquiries.

THE SOLUTION

After implementing Chat IQ and CRM IQ, The Lund Company automatically answered questions from prospects and residents. Onsite teams had more time to focus on high-priority matters, leaving the time-consuming work of answering FAQs behind.

Real client, real results

Chat IQ and CRM IQ helped The Lund Company enhance customer interactions, minimize manual efforts and gain full visibility of the customer journey



97%

OF QUESTIONS ANSWERED
INSTANTLY

With AI and RentCafe property data, Chat IQ seamlessly handled nearly all inquiries through email, call, text and chat — including the questions that came in after business hours. “This is a huge win for us because almost half of our inquiries come in around this time,” Bakke said.

6 hours

SAVED DAILY

As Chat IQ handled the bulk of incoming questions, CRM IQ provided leasing teams with a comprehensive view of cross-portfolio customer data. Together, the power duo converted 68% of leads into appointments, freeing up leasing agents to dedicate more time to enhancing in-person customer interactions.

“We love the seamless data integration and very little setup required when adding **Chat IQ** and **CRM IQ** to a property.”

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