



RentCafe®



## CRM IQ

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# Manage prospects, applicants and residents

Gain complete visibility into every step of the customer journey. With a fresh interface, next-level communication capabilities and customer-centric views, RentCafe CRM IQ provides seamless experiences — for both your staff and customers — from lead to renewal.

### **DELIVER ONE EXPERIENCE**

Provide consistent customer service from prospect to resident.

### **ENHANCE COMMUNICATIONS**

Automate lead nurturing and see every interaction on one dashboard.

### **BE CUSTOMER-CENTRIC**

View customer-level information and interactions across your portfolio.

# FEATURES

## CRM IQ



### SEGMENTED WORKFLOWS

Deliver exceptional customer experiences by prioritizing every step of the customer journey. Convert quality leads, retain residents and simplify workflows for onsite teams.



### COMMUNICATION HUB

Respond to all prospect and resident inquiries in one place. Then, keep track of full conversation history with visibility into every chat, text, email and call.



### INTUITIVE DASHBOARD

Drive efficiency with an intuitive interface that displays next steps to keep customers moving through the pipeline. Includes a move-in readiness dashboard, automated email templates and more.



### RESIDENT SERVICES

Improve resident satisfaction by automating communication and providing timely information for move-ins, lease renewals and work order statuses.



### CENTRALIZED LEASING

Do more with less onsite staff. Gain clear, cross-portfolio insights into vacancies and customer information.

## WHERE LEASING SUCCESS HAPPENS

Streamline lead management, lease conversion and resident services. Built into Yardi Voyager and RentCafe, CRM IQ capabilities are enhanced when partnered with Chat IQ, an AI-powered chatbot that extends your leasing office hours to 24/7, 365 days a year.



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