



**CUSTOMER SERVICE RULES**

ELIZABETH SANDOVAL

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**WHO ARE WE?**

- Elizabeth Sandoval
  - Lease up and Consulting Manager
  - 11 years in affordable housing
- Who is in the audience? Please raise your hand to indicate if you are a:
  - Community Manager
  - Regional Manager
  - Compliance Specialist
  - Resident Services Coordinator
  - Case Manager
  - Developer
  - Affordable Housing Partner
  - Third party resource for affordable housing

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**AUDIENCE PARTICIPATION!**

- Please engage in the discussion and share your experiences.



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## CUSTOMER SERVICE

- The assistance an organization offers to customers before or after services.
- Service includes actions such as troubleshooting issues and complaints or responding to general questions.

*Assistance is provided through in-person meeting, phone, email and on occasions video call.*



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## KEYS OF CUSTOMER SERVICE

1. Attitude & Empathy
2. Communication
3. Knowledge
4. Problem-Solving
5. Consistency



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## ATTITUDE & EMPATHY

- Positive attitude when speaking with applicant/resident.
  - Use a friendly and polite tone
  - Remain calm
- Emphasize empathy and understanding towards applicant/rent needs and concerns.
  - Putting yourself in someone else's shoes — understanding their perspective from their point of view.
    - "I'm sorry you had to face this."



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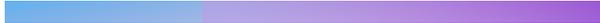
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### COMMUNICATION

- Clear and effective communication.
- Listening actively and responding appropriately.
  - Not interrupting while applicant/resident is speaking about their issue.
  - Avoid using slang, cliches, and unnecessary jargon
  - Ask clarifying questions if you're not sure your understanding something.
    - "If I'm understanding correctly..."
- Importance of timely responses to inquiries and issues.
  - Respond to requests as soon as possible
  - Find an efficient solution
  - Put applicant/resident in contact with the person in your team that can better address the issue.



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### KNOWLEDGEABLE

- Ability to provide accurate information to build trust with applicant/resident.
- Importance of knowing program rules, guidelines and information relevant to your property.
- Knowing your property allows you to provide accurate and helpful information.
- Staying updated on relevant information (trainings).



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### PROBLEM-SOLVING

- Strategies for resolving applicant/resident issues efficiently.
- Step for Problem Solving
  - Analyze- Understand the problem.
  - Plan- Brainstorm possible solutions.
  - Implement- Select a solution
  - Feedback- Determine if solution produce desired result.



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## CONSISTENCY

Ability to provide a uniform, reliable and high-quality experience to applicant/resident.

- Delivering consistent services.
- Importance of reliability
- Set clear expectations
- Professionalism

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