

ALCO Management

Lacking in resources, ALCO Management was looking for a way to monitor their listings and manage their reputation. All from a single dashboard. By partnering with Chatmeter the company was able to keep their promise of being as responsive, reachable and transparent with their residents as possible.

The goal

- Improve their response strategy in order to increase their online visibility.
- Strengthen their relationship with residents by responding to public comments as quickly as possible.
- Not only earn more reviews but earn better reviews to bring in more prospective residents.
- Free up time in the marketing department by centralizing reputation management.

The approach

- Work with Chatmeter to streamline their review response strategy through custom templates.
- Respond to old reviews that were received eve before they started working with Chatmeter.
- Leverage Chatmeter as their “responsive hub” in an effort to maintain transparency with residents.
- Centralize all logins into a single dashboard to reduce the time it takes to respond to comments.

The results

- 71% increase in clicks to website.
- 436% increase in photo views on Google.
- 18% increase in 5-star reviews.

“Chatmeter has saved us tons of time in our efforts to respond to reviews in every corner of the internet. Their customer service is truly top notch, they are always helping, engaging, and informative. 10/10 would recommend!”



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Key challenge

To monitor their listings and manage their reputation

Benefits

33%

Increase in
Number of reviews

61%

Increase in review
Response rate

86%

Increase in
Online visibility