



BOMA 2017

INTERNATIONAL CONFERENCE & EXPO
Presented by BOMA International and BUILDINGS

MUSIC CITY CENTER | NASHVILLE, TN

JUNE 24 - 27, 2017

**TELL YOUR STORY
AT BOMA**



Metrics that Matter

June 27, 2017

Nashville, TN



Cast of Characters



Dan Chancey

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Commercial Advisors



Mark Dukes RPA, CCIM

Vice President, Property Management
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Rebecca Hanner

Senior Vice President
Cushman & Wakefield



Phil Mobley

Head of Research
Building Engines

Setting the stage: Who is your customer?





For discussion...

- Business outcomes resulting from service
- Service metrics that “predict” outcomes
- What do we know? What don't we know?
- What do we wish we could know?



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What do we want from
customers?

Desired Outcomes

- Lease renewals
- Expansions
- Referrals
- Spending money at the building?
- Love for the building?

Anything else?

The logo for BOMA 2017, featuring the text "BOMA 2017" in a bold, white, sans-serif font. The background of the entire slide is a low-angle photograph of several modern skyscrapers with glass facades, reaching towards a clear sky. A thin green horizontal line runs across the middle of the image, separating the top header area from the main content area.

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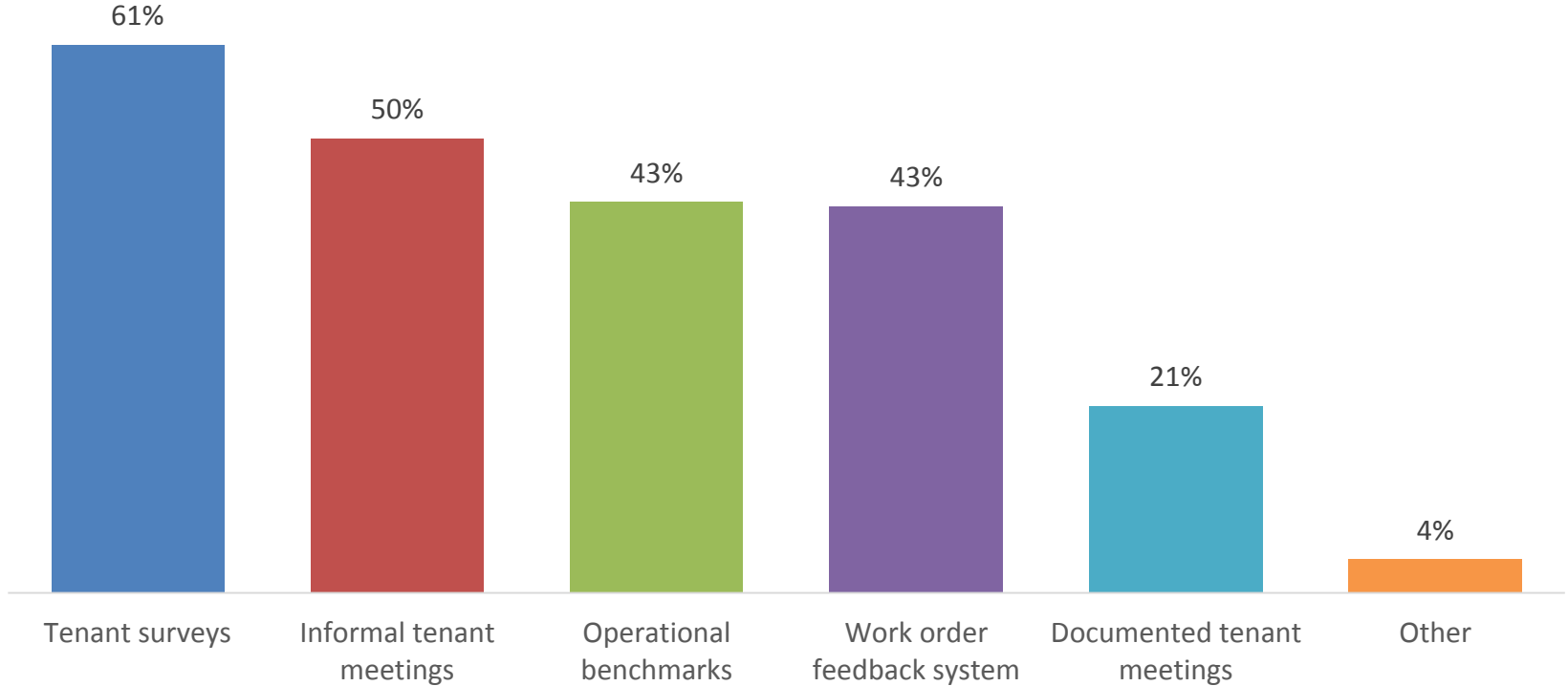
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A dark blue speech bubble with a light green border and a tail pointing towards the bottom right. It contains the text "TELL YOUR STORY AT BOMA" in white, uppercase, sans-serif font.

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What data do we have that
predict these outcomes?

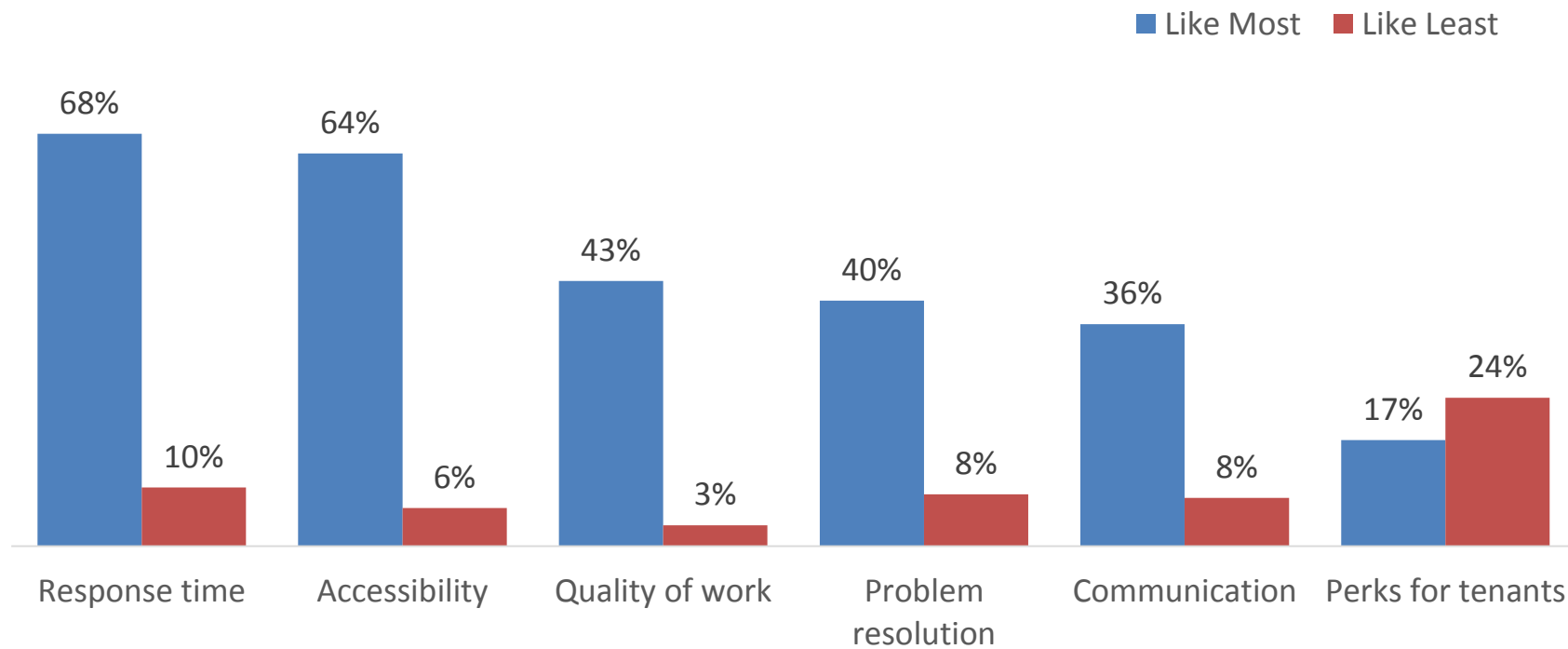
How do you measure tenant service?



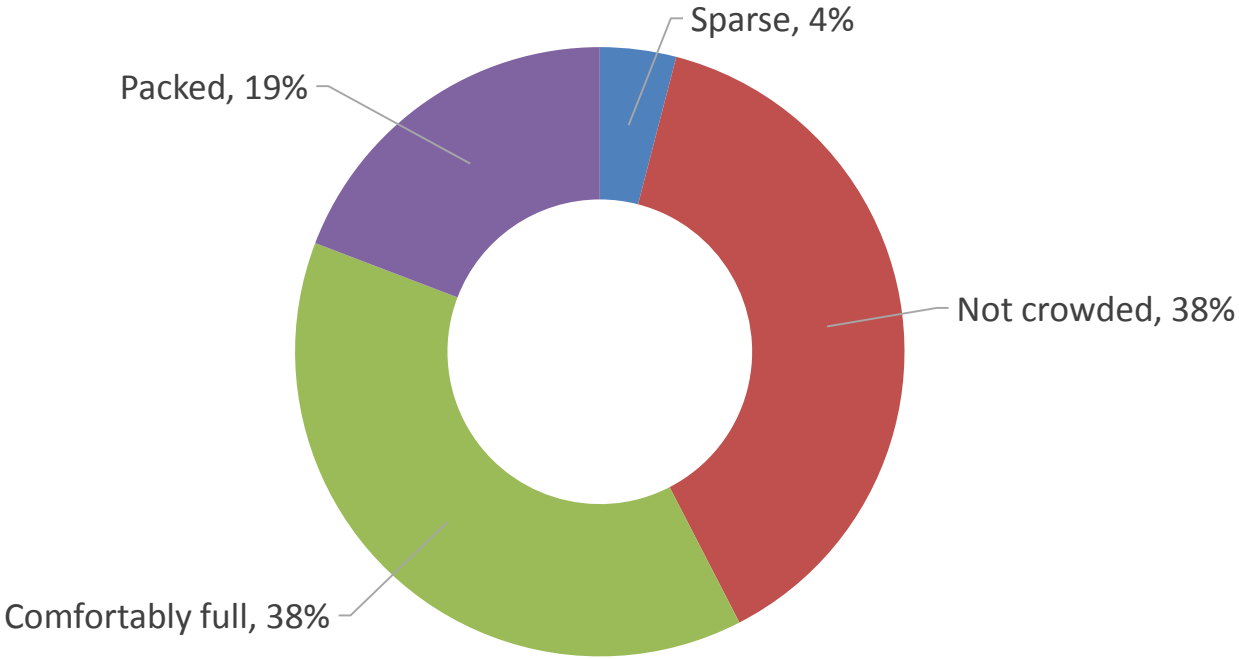
Average Star Ratings from Tenants



What do you like most/least about the customer experience?



How crowded does your office feel?



What are we missing?

- Decision-makers
- Tenant employees
- Up-to-date info

Anything else?



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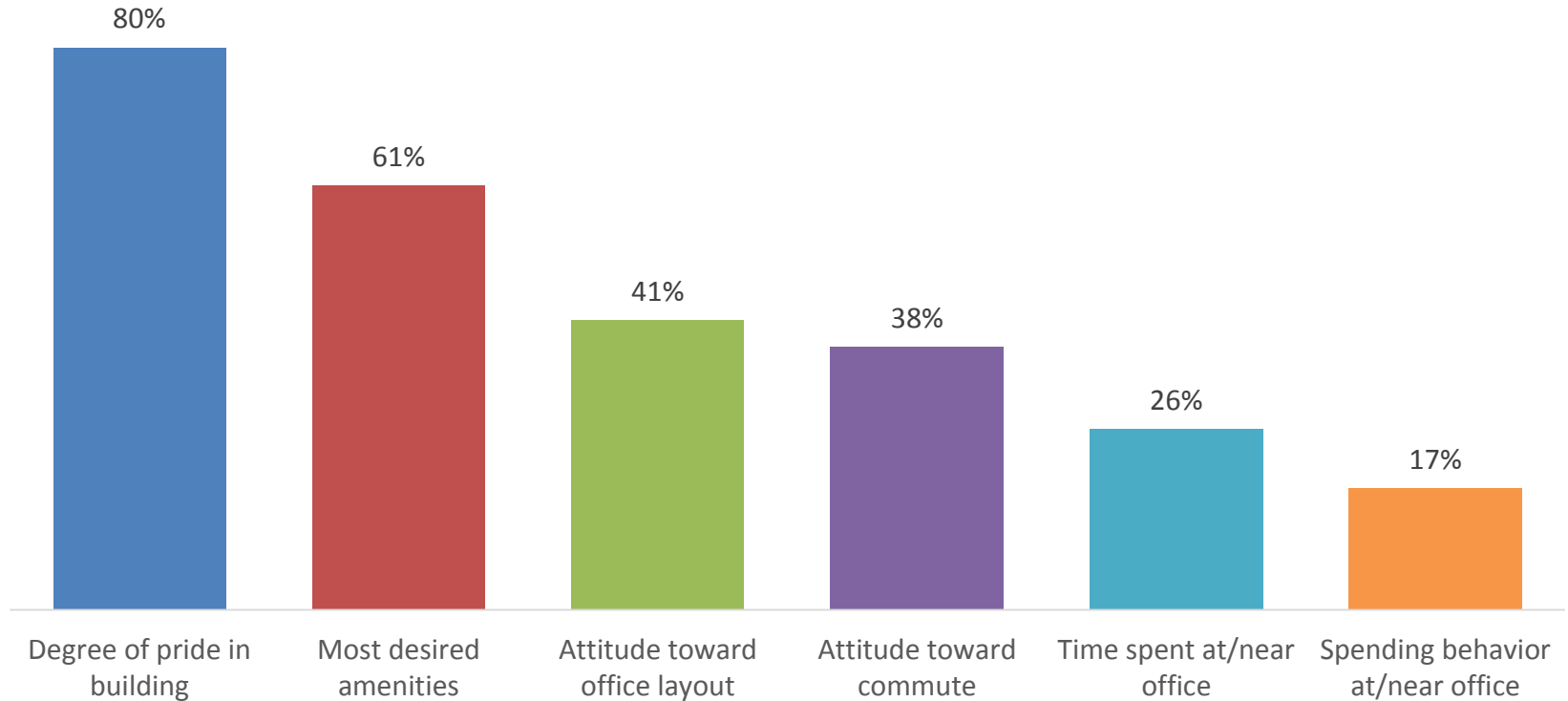
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What do we wish we could know?

What do you wish you knew about tenant and their employees?



What are we missing?

- Utilization
- Talent strategy/challenges
- Employee engagement

Anything else?





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Questions & Answers

