



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

VP, Senior Asset Manager
Commercial Advisors



Mark Dukes RPA, CCIM

Vice President, Property Management
Physicians Realty Trust



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?



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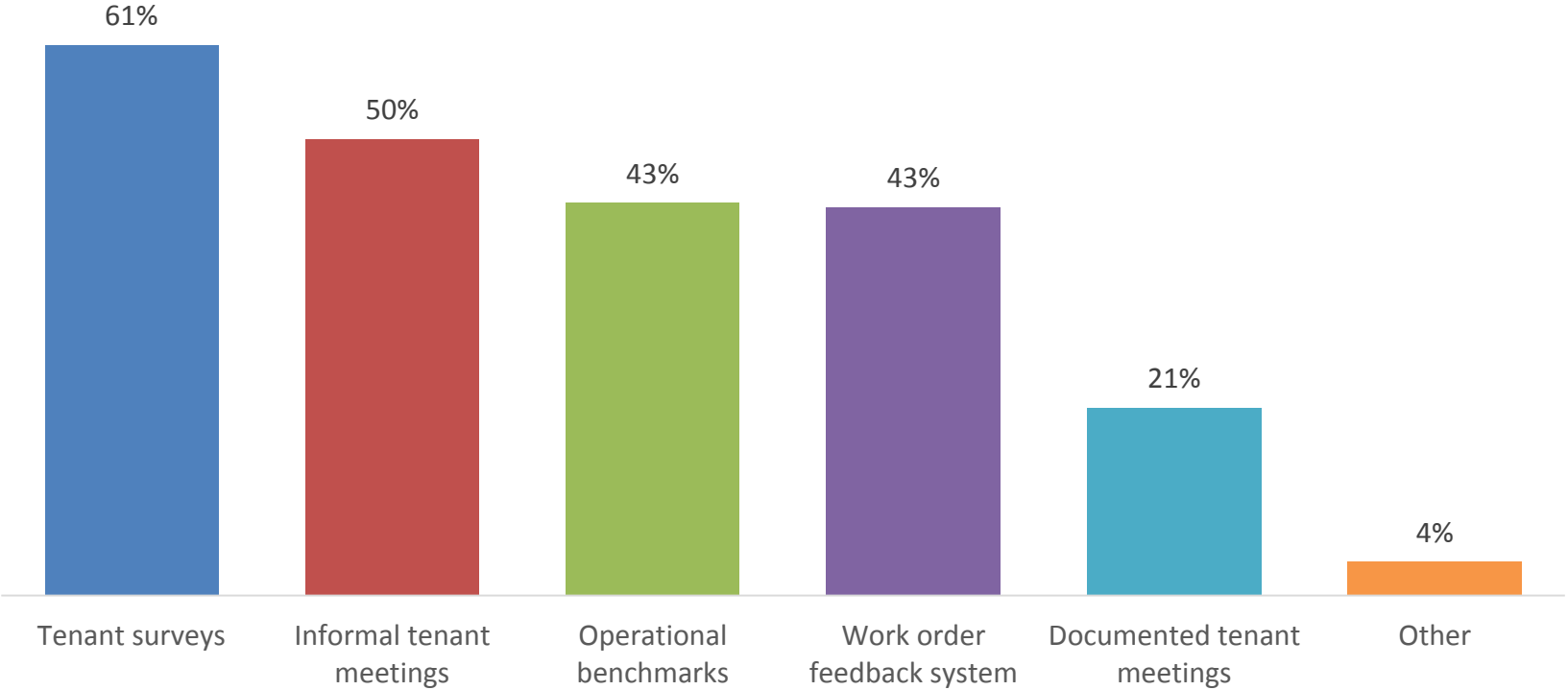
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What data do we have that
predict these outcomes?

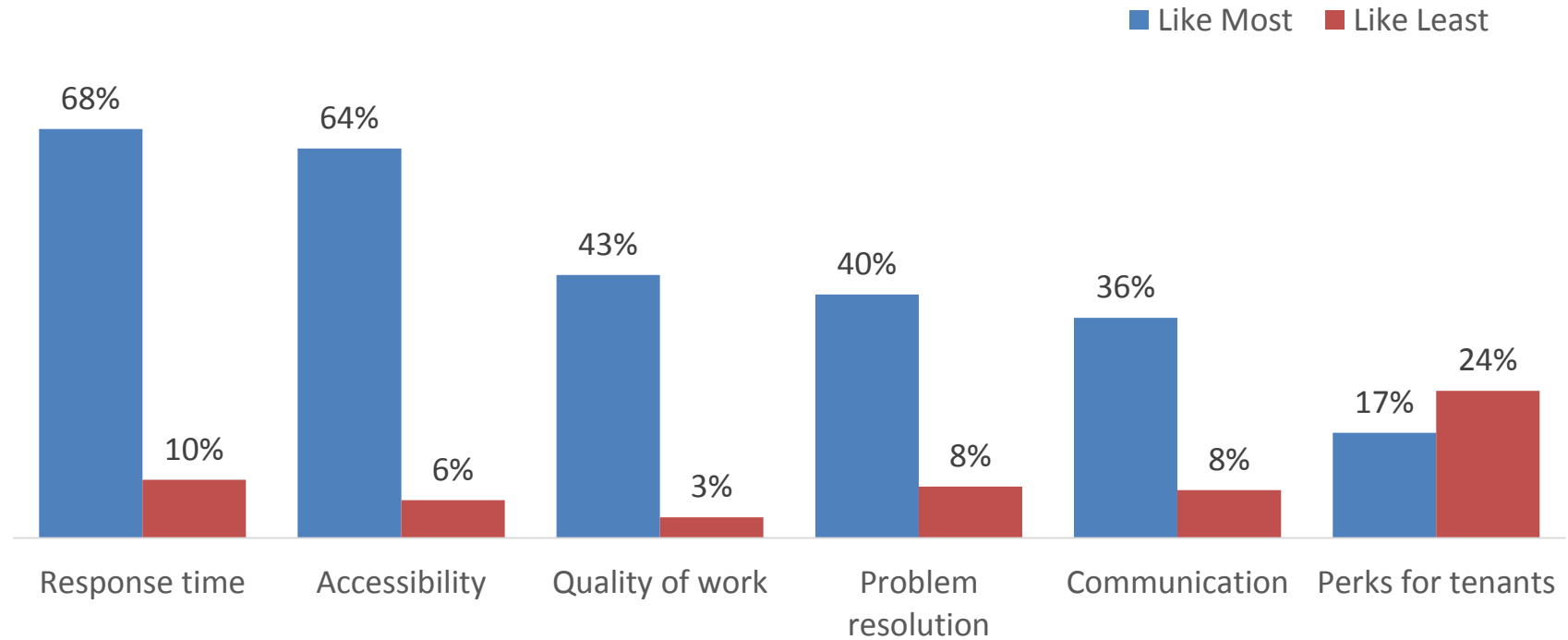
How do you measure tenant service?



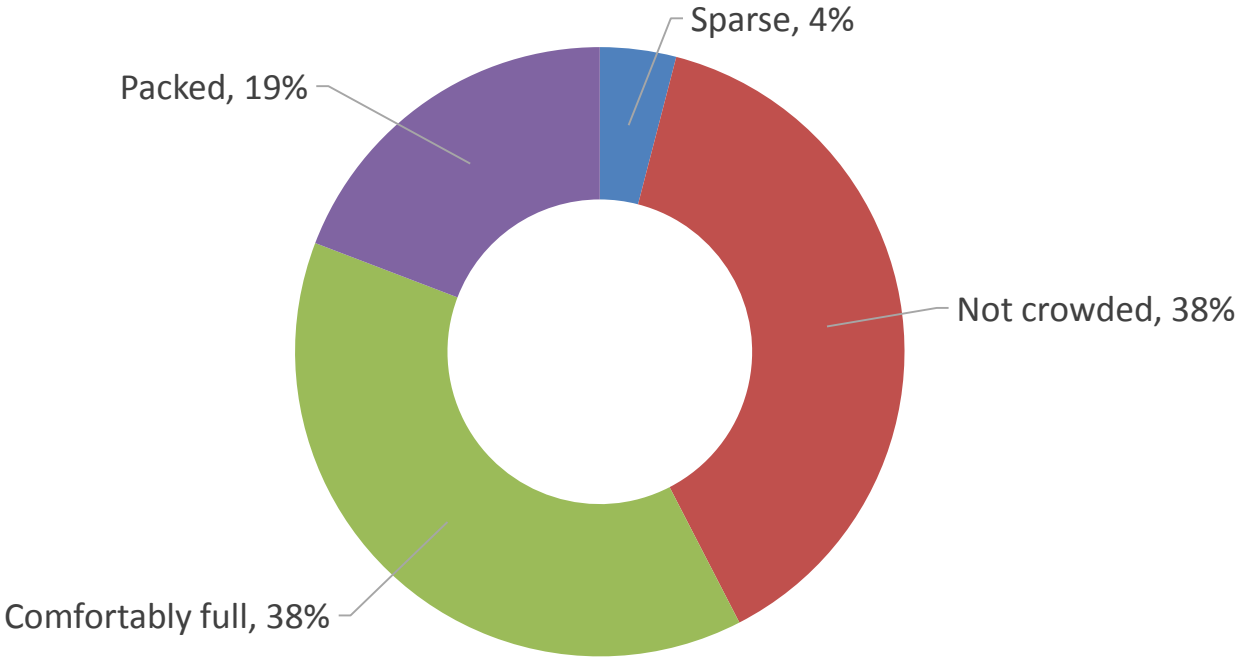
Average Star Ratings from Tenants



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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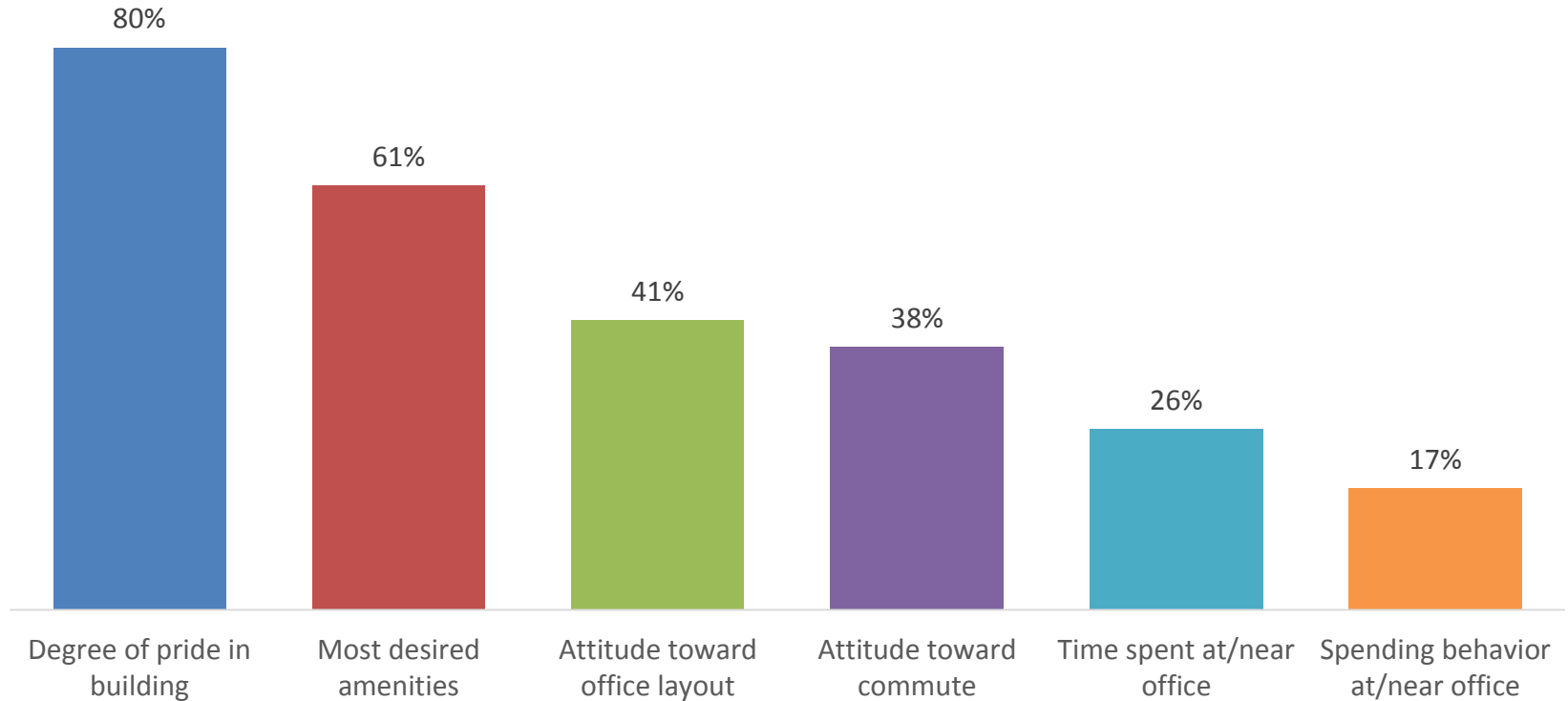
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What do we wish we could know?

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