



Instead of simply delivering standard services as has been done in the past, Property Management companies have now adopted the theory that what the customer wants the customer gets. This however is easier said than done.

What Could the Service Provider Do to Make the Customers Happy

Everyone has experienced a time when they have not been happy with a product or service that they have received.

For example, booking a non-smoking hotel room with a double bed only to be given a smoky room with two single beds. After explaining our frustration and anger to the Front Desk staff, we are upgraded to a suite and given a complimentary dinner for two.

The same applies to ordering food in a restaurant only to find out that it is rotten. The restaurant manager refunds your money and gives you a complimentary bottle of wine when next you visit.

These are examples of everyday situations where we as customers do not receive the desired level of services or product that we were after. As customers with choice we have the ability to either walk away at that moment or make a choice not to ever go back.

What is the Property Manager's Option

Unlike some of the scenarios mentioned above, Property Managers do not have the luxury of offering such tangible alternatives to a disgruntled customer. For example, if we have an unhappy customer who makes a noise complaint regarding the occupant upstairs who is redecorating, we cannot simply relocate him to another unit, all units are individually owned. We are in no position to offer a complimentary dinner to the upset customer from our management fee, which is contributed from all the owners to cover common area expenses only.

It is a reasonable question to ask if we could refund the management fee that the upset customer has paid due to him being deprived of his quiet enjoyment, unfortunately this is not possible.

How then can the management service provider appease

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the anguish and frustration of the upset customer? The occupier will not walk away, that unit is his home he needs to live there and as he has received no solution to his problem his anger at the service provider will remain with him forever.

The Catch 22 Situation

There are often times where a Property Manager is caught in a Catch 22 situation or is limited in dealing with issues. Being a successful Property Manager allows you the support of your occupants and owners etc. With that support you are able to be productive, enforce relevant rules and regulations and generally manage the property to a high standard. The problem arises when you do not have the full support of people and you try to manage the property. This is where it becomes Catch 22. Without the support of your occupants you cannot manage the Building to the highest standard and without managing the building to the highest standard, you cannot get the support of your tenants/occupants. A typical example of this situation is as follows:

It is not uncommon to find house rules in a residential development that restricts occupants from keeping pets in their premises. Despite several attempts at enforcing the rules the occupants still choose to keep their pet. Other occupants are aware of the pets as they are running around the development. In their mind there are still dogs and therefore we as the Property Manager have not been successful in doing our job. As you can see this is an example of a Catch 22 situation. Without the full support of all occupants in enforcing house rules, we cannot complete our job successfully and therefore lose the support and respect of the balance of the occupants.

The Mindset Cycle

Let's pause a moment and look at the Mindset Cycle below.



As can be seen from the above Mindset Cycle, we all possess a set of beliefs