



# APlace by Glenvill Case Study

property  
republic

# Case Study – APlace by Glenvill

GLENVILL

## Facts

|                    |                                    |
|--------------------|------------------------------------|
| <b>Client</b>      | APlace by Glenvill                 |
| <b>Location</b>    | Melbourne, Victoria                |
| <b>Requirement</b> | Develop a Customer Service Charter |

## Context

The APlace customer has changed from being mostly offshore to 92% local investors, which presents a different set of customer challenges. Their relatively young team had the enthusiasm and desire to create a market leading customer experience, that not only has ties to a customer service charter but demonstrates a commitment to each other.

## Challenges

In the pre-briefing, the business challenges were identified and Judi Carr from Property Republic then designed the workshop to address and overcome each one.

## Primary Goal

The primary goal of the workshop was to create a Customer Service Charter for APLACE that would be launched internally and externally within 3 months.

## Process

An off-site, all day workshop was conducted with 20 participants plus a guest speaker, an important partner who provided valuable insight into what the business could do to improve.

A review of best practice in customer experience both within and external to the property industry was presented to provide some context.

To set the scene for the development of the Customer Service Charter, examples of market leading charters from around the world were presented, before the group embarked on developing the APlace Charter.

A six-step process was outlined and using a range of techniques including individual ideas, voting, group ideas generation and compelling presentations, the participants worked to identify or create:

- Customer Service Vision
- Customer Service Principles
- Principles for working with each other
- Service quality measurements
- Areas for improvement
- Communication methods

All these ideas were then allocated to one of three business areas and the group voted on their champion, whose job it is to ensure all actions are completed by the agreed date.

## Final report

Property Republic took all the agreed workshop outcomes and provided not only a report documenting each step of the day but also crafted the Customer Service Charter that is ready to be shared!

## Post workshop feedback

Participants were asked to complete an on-line survey following the workshop. Here's what they said:

- Great engagement
- Plan now in progress to improve our customer service
- Established a clear action plan
- Vision was clear
- Everyone is on board to make improvements
- We will succeed as a team
- Different individuals and business groups were definitely on different pages



# We'd love to hear from you

[hello@propertyrepublic.com.au](mailto:hello@propertyrepublic.com.au)

[www.propertyrepublic.com.au](http://www.propertyrepublic.com.au)



**property  
republic**

property republic