

# How the Houwzer team built a culture of coaching and self-improvement

Houwzer is a digital first real estate firm on a mission to become a customer experience led organization. To make that goal a reality, they needed to embed customer feedback into their day-to-day operations, coach their agents using that feedback, and ultimately deliver a consistently awesome customer experience.

## Enter real-time feedback and coaching with AskNicely

Since using AskNicely they've been able to create an immediate behavior change mechanism for their agents, using AskNicely to spark regular coaching conversations and follow up with every detractor:

- Management has a daily review of feedback and team performance. Like AskNicely, they believe NPS is a coaching metric, and present agent and location ranking company-wide 2 times per month.
- Every week members of frontline staff have 1:1s with their manager to review NPS responses.
- Each location sales manager follows up with an immediate phone call to all detractors.

## The Results of a Customer Experience Culture

Using AskNicely, Houwzer was able to create **a referral pipeline with a revenue impact of \$225,000 in the first 60 days.**

What's made the difference? They've captured what their customers truly value, and are using it to guide business decisions. They've learned, for example, that "over-communication" is a key factor in how positively customers view their service. Now they over-communicate as a habit. They've even started to proactively educate their clients about industry conditions, **which has led to an increase in NPS for their seller agents even when homes don't sell.**

As an added bonus, Houwzer has **increased their Yelp reviews from 3.4 to 4.5 stars** – something they hadn't been able to achieve before using AskNicely.

## At a Glance

### Challenges

- A strategic commitment to becoming a customer experience led organization.

### Benefits

- A referral pipeline with a revenue impact of \$225,000 in the first 60 days.
- A total shift in culture towards coaching and self-improvement based on real client feedback.



*Agents are obsessed with the AskNicely app and their personal NPS score, its a point of pride. Looking at AskNicely together has become our number one coaching moment, since the feedback is directly from the client.*



**David Speers,**  
VP of Client Experience

