



Knockbot helps CARROLL focus on quality and performance

About CARROLL

- NMHC Top 50 Owner and Manager
- HQ: Atlanta
- Units under management: 32,500+
- Full portfolio roll-out on Knock

Challenge: A 'terrible' CRM solution hampers performance

CARROLL hadn't been using their previous full-stack CRM platform for very long, yet the training department, who is also responsible for implementation, had a long list of complaints: it wasn't user-friendly, intuitive, or engaging; adding a new property was "a nightmare"; customer support was difficult; and reporting was unreliable.

"We were unable to provide accurate numbers to our investment partners" said Audrey Grant-Lott, Director of People and Business Development. "We kept making switches on the backend to try and make things easier," she added. "It was terrible."

"Bottomline, our onsite teams just couldn't easily connect with our prospects."

Approach: Focus on quality

"We want to work with the best and easiest solutions for our associates," Lott said. "Which Knock is." As soon as the training team implemented Knock, "we immediately got good

feedback," she shared. "It was seamless." Knock's best-in-class customer success and tech support teams respond and resolve questions quickly, while bringing, "a spirit of collaboration that we didn't have with our previous vendor," Lott said. And now, CARROLL is focusing on quality connections and conversions more than mass messages. They are training on one-on-one connections, which is important to investors, and personalized follow up.

Results: More leases, faster response times, cleaner data

CARROLL needed a user-friendly platform with rock solid reporting and excellent customer service that produced results. Knock delivered.

Lott shared, "We're getting more leases, because it's an easier platform to use."

The solution also made the customer data intake process clean. No more duplicate guest cards as the teams were able to focus on the information the prospect was giving and not how to get in and navigate the system.

CARROLL is getting higher-quality traffic and better conversions too.

Since implementing Knock:



Response times are 2.3x faster on average



Lead-to-lease rates are up 6.7%



Prospect engagement is averaging over 90% customer engagement

[Read the full story.](#)

"Knock had the right tools for a successful integration. It was seamless."

Audrey Grant-Lott, Director of People Development, CARROLL

CARROLL

