

# A Uassist.ME Success Story with The RMR Group

## Client Profile:

- About:** The RMR Group is a leading U.S. alternative asset management company, committed to maintaining high occupancy levels while delivering exceptional customer service.
- Industry:** Real Estate Investment and Property Management
- Reach:** United States
- Revenue:** \$907.8 Million
- Years of Collaboration:** Five years
- Employees:** 50+

## Key Challenges

The RMR Group faced challenges in maintaining healthy occupancy rates across its properties, especially during a period of market instability. The company needed a solution to manage high call volumes and complex customer inquiries while ensuring exceptional service standards.

The fluctuating dynamics of the real estate market, driven by factors such as economic conditions, location, and seasonal demand, added complexity to their operations.

## Uassist.ME Solutions

- Enhanced Customer Interaction** A team of bilingual Reservationists was deployed to handle calls and emails, providing timely and accurate information about property availability, leasing terms, and community amenities.
- Technology Integration** We assisted in the integration of "Amelia," an AI-driven IVR system that optimized call routing and enhanced customer interactions. Additionally, we facilitated the migration to Funnel CRM by assigning one of our implementation experts to ensure a smooth transition.
- Performance Optimization** Customized interaction scripts were created, and a performance-based bonus structure was implemented to motivate the team. Regular audits by the Quality Control team identified areas for improvement, ensuring sustained efficiency.



## Program Summary

- Current FTE Count:** 25 Business Associates
- Supported Workflows:** Customer engagement, lead management, performance monitoring
- Channels:** Calls, Chats, Emails
- Tech Stack:** Funnel, Fresh Desk and Yardi.
- Data Security Compliance:** Fair- Housing

## Meeting and exceeding client's KPIs


**22**

Lead-to-Visit  
Conversion Rate  
(Surpassing the target of 17%).


**80%**

Engagement rate  
(Target of 70-80%)


**6.9%**

Lead-to-Lease  
Conversion Rate  
(Surpassing the target of 5.4%)

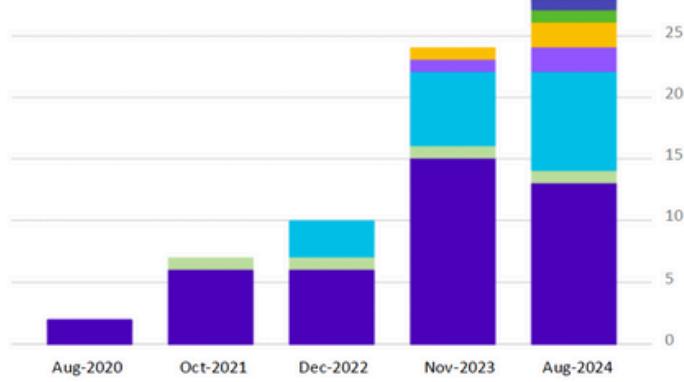

**50%**

Labour cost savings vs.  
US based employees

Since working alongside Uassist.ME in 2020, The RMR Group has experienced remarkable growth, driven by our ability to provide **configurable solutions that seamlessly scale with their evolving needs**.

Starting with a small team, we customized our services to address specific challenges, allowing The RMR Group to expand their support operations without compromising quality.

## Team Growth and Role Diversification



The working relationship with Uassist.ME has not only addressed immediate challenges but also laid the groundwork for sustained growth.

With dedicated Operations Supervisors overseeing distinct properties and continuous support in marketing and resident account management, The RMR Group is well-positioned to adapt to future market changes and maintain high service standards.