Customer Story

24/7 ResidentAl Drives Retention & Streamlines Maintenance

VP Thao Te of The Busboom Group envisions an automated future for residents, in which personalized services are on demand and operational efficiency is at an all time high.







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Successful maintenance is one of the main drivers to resident retention. Being willing to renew has a lot to do with how effective the team is at communicating with the renter and maintaining the unit.

Thao Te VP Of Busboom Group

EliseAl Partner Goals

The Busboom Group

Founded in 2005 by **Jason Busboom** and **Thao Te**, The Busboom Group excels in multifamily investment, management, and redevelopment in Dallas-Fort Worth.

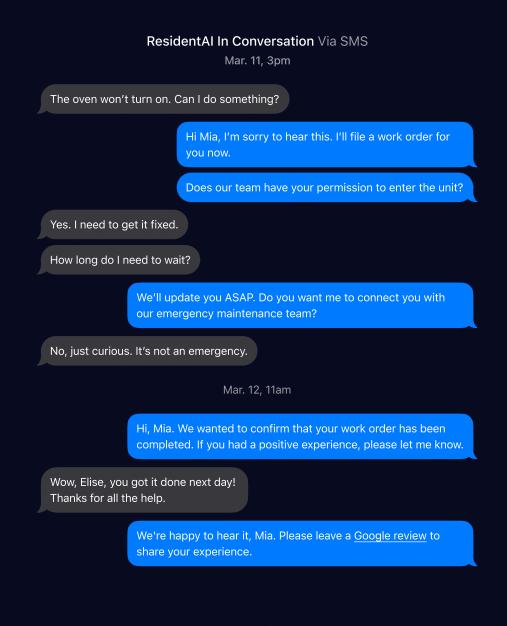
The Busboom Group already uses AI Assistant, Lisa, to manage all leasing for over 2,650 units at seven communities. Now they've set their sights on enhancing the resident lifecycle.

ResidentAl Enhances The Resident Experience

Powering Maintenance With Artificial Intelligence

Al Assistant Lisa converses with renters naturally, filing work orders, answering questions, routing calls. Residents can proactively text work orders to Busboom's ResidentAl phone number, to get the service they need at any time.

- Responds 24/7 Within Minutes
- Files Request & Asks Permission To Enter
- Routes Calls When Necessary
- Coming Soon: Follows Up For Feedback Always



The Results

Renters Respond Positively to ResidentAl

According to Kingsley Associates, 62% of renters are likely to renew if they receive immediate responses.

EliseAI responds within minutes 24/7 with 40% of Busboom residents asking questions and filing work orders.

1-2 mins

Avg. Time To Respond & File

40%

Work Orders Managed Entirely By AI

39% • Work Orders Filed By Al After-Hours

99% Completion Rate Confirmed By AI