

Customer Story

24/7 ResidentAI 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.

Elise^{AI}



Elise 45m ago
E Hi Mia, I've submitted your maintenance request to the team.

Elise 32m ago
E You're confirmed for 1pm. A member of our maintenance team will come by.



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

EliseAI 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.

ResidentAI Enhances The Resident Experience

Powering Maintenance With Artificial Intelligence

AI Assistant Lisa converses with renters naturally, filing work orders, answering questions, routing calls. Residents can proactively text work orders to Busboom's ResidentAI 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

ResidentAI In Conversation Via SMS

Mar. 11, 3pm

The oven won't turn on. Can I do something?

Hi Mia, I'm sorry to hear this. I'll file a work order for you now.

Does our team have your permission to enter the unit?

Yes. I need to get it fixed.

How long do I need to wait?

We'll update you ASAP. Do you want me to connect you with our emergency maintenance team?

No, just curious. It's not an emergency.

Mar. 12, 11am

Hi, Mia. We wanted to confirm that your work order has been completed. If you had a positive experience, please let me know.

Wow, Elise, you got it done next day!
Thanks for all the help.

We're happy to hear it, Mia. Please leave a [Google review](#) to share your experience.

The Results

Renters Respond Positively to ResidentAI

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 AI After-Hours

99%

Completion Rate Confirmed By AI

Future Outlook

What's Next: Using ResidentAI For The Entire Lifecycle

The Busboom Group has automated every resident interaction via SMS and plan to deploy VoiceAI for residents to cover all their bases.

Move-In Day

MIA
"Can I reserve the freight elevator?"

ELISE
"Sure thing. I see you move-in on Tues, the 8th. What time will you need the elevator?"

Concierge Experiences

MIA
"Hi, I'd like to book the outdoor space for an event."

ELISE
"Sure! What kind of event and how many people do you expect to have?"

Payments

ELISE
"Hi, Mia. Your payment for December rent was due 2 days ago. You can submit via [this link](#)."

MIA
"Thanks! Just submitted."

Maintenance

MIA
"I have no running water. Can I get help immediately?"

ELISE
"Hold on. I'm going to forward you directly to one of our technicians."