

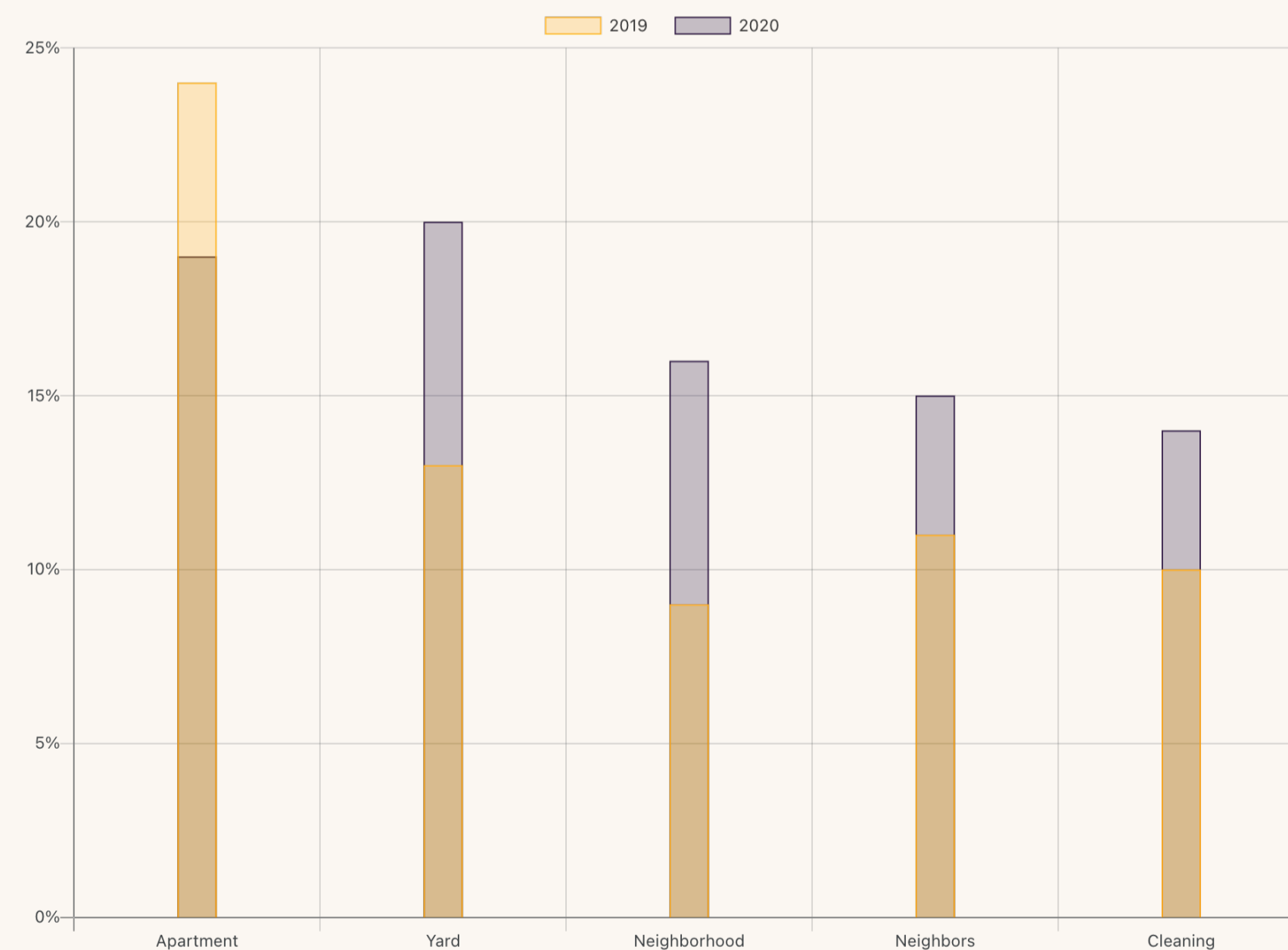
## Large real-estate company

Real-estate companies have huge amounts of customer input from various interactions such as customer service, surveys and more. At the same time, it is important for the company to acknowledge that specific housing areas, even specific houses, come with their own unique set of issues, challenges and opportunities. Being able to quickly address issues that is increasing or suddenly pops up can make a big difference in creating a sustainable and attractive environment with happy residents.

Parlometric is continuously analyzing the client's customer service inputs focusing on concrete areas of improvement. This is tracked over time and mapped to specific neighborhoods and houses. Issues can be handled early, and targeted improvements can be made, making it possible for the client to draw valuable insights from their own resident data in order to make data-driven decisions and investments.

### Areas with most dissatisfaction

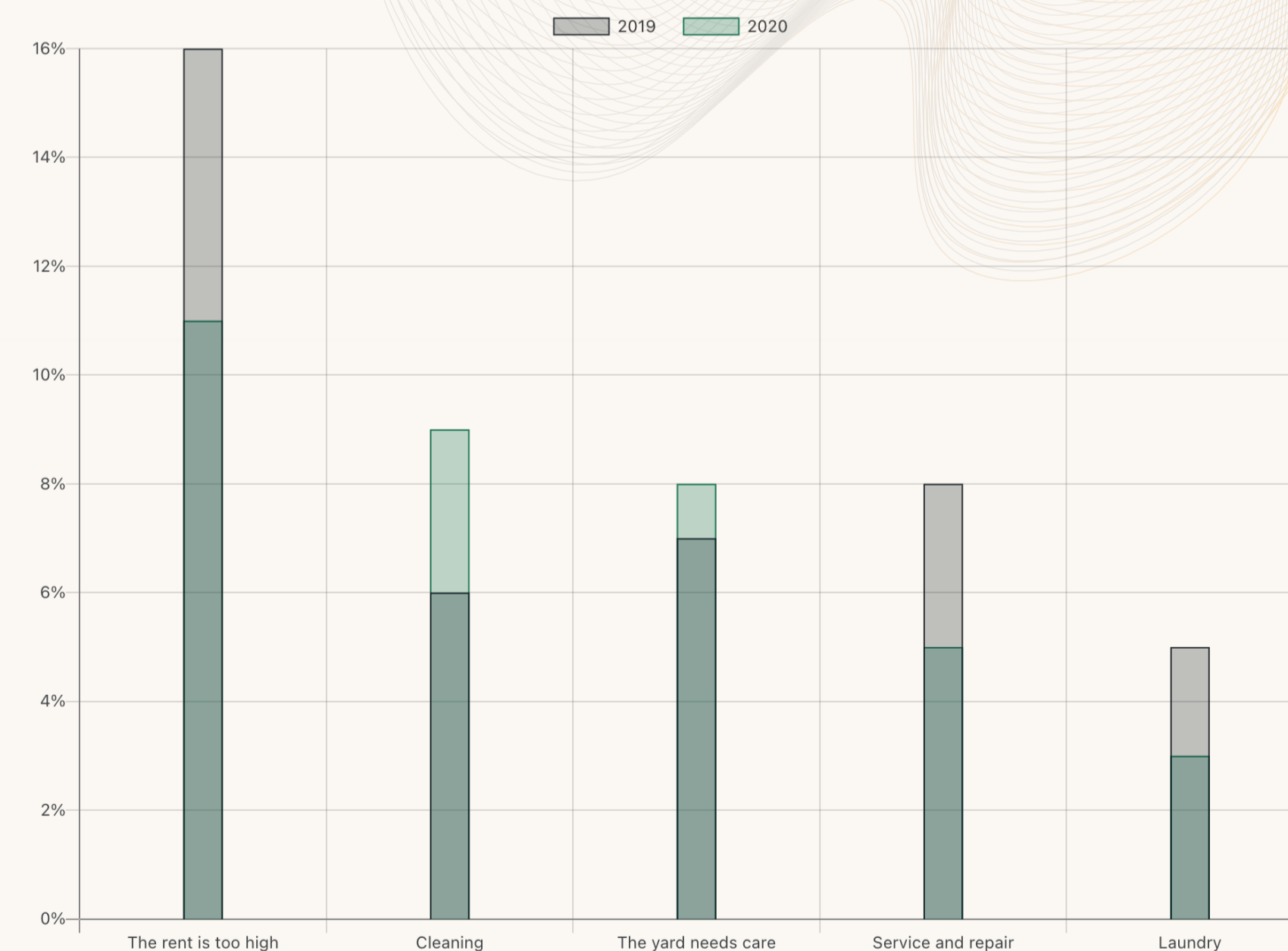
COMPARING 2019 AND 2020



The pandemic has shaped peoples' living perceptions – less dissatisfaction over their own apartment, but more towards shared spaces.

### Impact

- ✓ Sentiment across different topics, neighborhoods and houses
- ✓ Critical areas to focus on and make improvements to
- ✓ Benchmarks over time



Zooming in on maintenance we could pinpoint exactly which specific subareas that was increasing the most, which was cleaning and the yard care.