

Case Study 2025

GREYSTAR





We chose Betterbot because it delivers what others couldn't — a cost-effective, customer-facing solution that provides instant answers.



Customer Name

Chase Bowlby

Location

Salt Lake City, Utah

Property Name

Greystar

Property Size

122,545 units

What was the problem?

We struggled to efficiently manage leads and quickly pinpoint the most qualified prospects.

What impact was the problem causing on your community or portfolio?

Our onsite team was so busy with day-to-day tasks that they couldn't focus on what mattered most, and lead nurturing fell through the cracks after hours.

What solutions did you consider? Why?

Adding more headcount was not cost-effective. We looked into email AI products, but we prefer the customer-facing side of BetterBot and immediate answers.

Why did you choose Betterbot?

We chose Betterbot because adding more headcount wasn't cost-effective. While we explored email AI products, we ultimately preferred Betterbot's customer-facing capabilities and the fact that it delivers immediate answers — giving prospects and residents the responsiveness they expect.

How did Betterbot solve or help with your problem?

The onsite team didn't have enough time in the day to focus on what really mattered, and as a result, lead nurturing often fell through the cracks — especially after hours. Betterbot solved that.

What part of our platform do you enjoy the most?

Being able to customize things within the portal and tailor the bot to our preferences, whether it's in terms of appearance or responses.

What outcomes have you achieved?

We've achieved immense time savings, which has allowed our team to shift focus toward strategic initiatives and higher-value projects that truly move the business forward.

• Results

- ✓ Generates clear ROI by capturing after-hours leads
- ✓ Adaptable design and responses
- ✓ Excellent customer service
- ✓ Robust reporting
- ✓ Easy-to-use platform

THE LAST WORD

What would you tell a peer about your experience. Why should they consider Betterbot?

I'd tell a peer that Betterbot has been a game-changer for our team. Implementation was incredibly easy, and almost immediately, it freed us up to focus on higher-value projects instead of getting bogged down in sorting through every lead. Before Betterbot, one of our biggest challenges was managing and prioritizing leads — finding the 'hot leads' was a real struggle. With Betterbot's customer-facing platform, after-hours engagement, and even Spanish enablement, we're not only saving costs but also providing a better experience for prospects and residents. That combination of simplicity, impact, and ROI is why I'd recommend Betterbot over other solutions.

Betterbot is an easy 10/10