

Customer Insight

Harnessing Resident to improve & evolve the Fresh offering

With over 20k Residents living with Fresh, we have a huge amount of customer insight right on tap.

Here's just a few of the ways we have used this to develop the product, increase customer satisfaction and ultimately improve NOI for our Clients:

- Fresh led the market in advising Clients to include more co-working spaces in new schemes and championed open plan welcoming Reception space to improve the customer experience and create open channels of communication between Residents and our Residents' teams.
- We always consider the demographics in the local market – creating bespoke USP's and anticipating local demand. For example, in PBSA we identify popular courses at local study institutions and work to include this within the amenity space, such as space for artworking projects, cutting boards, drawing boards, easels, smart TVs and white boards.
- We also identified that properties with larger desk sizes in the bedrooms made up the top 5 performing properties within our portfolio. This was supported by the Global Student Living Index results that showed properties with smaller desks and limited storage scored in the bottom 5 results for learning environment. Our Pre-Advisory Teams now recommend that rooms are designed with additional storage around the desk and a minimum desk size should be incorporated and we have helped several Clients deliver this in their new build properties.
- Wellbeing & Community – we've advised Clients to focus on creating attractive, flexible outdoor spaces and 'bring the outdoors in' with greenery, ambient lighting, larger windows and more choice of places to sit, play, study and relax including bookable theatre-style kitchen and dining areas in selected schemes.

