

*How do we grow our business partnerships?*

**Engagement Satisfaction (ESAT)<sup>TM</sup>**

**Measuring the satisfaction levels of  
your industry partners in relation to your  
competitors**

# Engagement Satisfaction Metric (ESAT)

*Quantitative Research  
Benchmarking for Property  
Owners (B2B)*

## Service overview

Quantitative research which measures satisfaction and perceptions of the property industry towards Australian major landlords.

## Who

Landlords seeking to understand the satisfaction levels of their partners and suppliers and how best to leverage the relationships for mutual benefit.

## Value

Creates stronger business partnerships which provide a competitive advantage in the market.

## Key Recommendations

*for Improvement*

**01\_**

Only request submissions when there is a high likelihood of success

**02\_**

Provide timely and constructive feedback for failed submissions

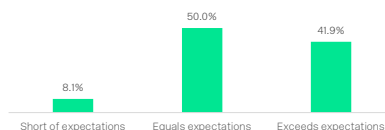
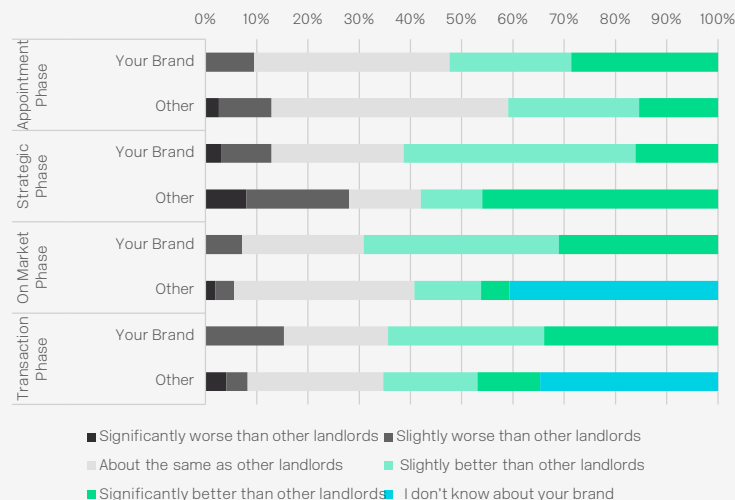
**03\_**

Empower decision making to streamline process

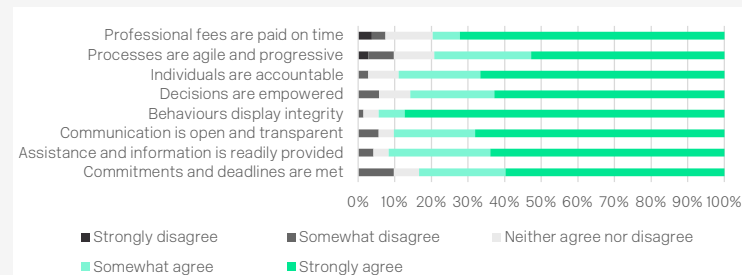
**04\_**

Review processes to shorten time requirements for each phase

Q. In relation to other landlords, how do you rate (your brand) during each of the engagement phases?



*In total, 92% believed (your brand) meets or exceeds expectations as a real estate partner.*



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