Case Study:

RedPeak Sees Prospect-to-Lease Conversions Nearly Double with Knock AI Voice

Problem: Missing Up to 75% of Prospect Calls

When Faith Aids, Chief Innovation Officer at RedPeak, saw the percentage of missed calls for the company, she knew something had to change.

"We were missing about 60% of our calls," she said. And at the half of their portfolio that they had decentralized — meaning those leasing teams worked remotely and not in a leasing office — RedPeak saw the percentage of missed calls go up to 75%.

The main cause of the high missed call rate wasn't RedPeak's teams, but rather the increased call volume the company had been experiencing. Without a call center, RedPeak's leasing teams were too busy to answer every call.

"We heard from leasing teams for years how busy they were," said Aids. "So we wanted to create efficiency and time savings for them while also providing more flexibility for our prospects."

Let's get into **the solution & results** ⟶

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Solution: Adopt Knock's AI Voice

Knock customers since 2020, RedPeak quickly signed up when Knock debuted its new AI Voice tool, becoming the first company to pilot the new product.

AI Voice answers 100% of incoming prospect calls, with all call activity and scheduling recorded directly into guest cards in real time — saving leasing teams time and ensuring all prospects are taken care of.

It also integrates seamlessly into the rest of the touring process by sending interested prospects the link to schedule a self-guided tour, ensuring that prospects in the early stages of their leasing journey can go from lead to tour without needing to wait for a team member to get back to them.

Furthermore, with AI Voice collecting prospect information up front, onsite teams are able to personalize the leasing process as potential residents move further down the leasing funnel. **"Our teams have said that because prospects are already warmed up and all the initial qualifying questions have been answered, they can be more conversational, they're able to come in and really add value to the conversation,"** said Aids.

Results: Answered Calls Increase 251%, Prospect-to-Lease and Visit-to-Lease Improve as Well

In just 60 days after implementation, the properties saw drastic results: Answered calls improved by 251%, and prospect-to-lease conversions increased dramatically compared to the previous period, with one property going from 2.7% to 7.8% and another property from 5.3% to 9%. Visit-to-lease conversions also jumped well above the RedPeak average (47.6% and 39% vs. 30% prior to AI Voice). For onsite teams, that means they can focus more on warmer leads, create a better touring experience, and have more time to provide better customer service to residents.

Having a higher prospect-to-lease rate also made an impact on RedPeak's marketing investments and overall leasing team efficiency. **"This has really been a significant step forward from an efficiency standpoint,"** said Aids. **"It's helping us justify our marketing spend and the way that we're sending traffic, which has resulted in quite a partnership between marketing and our site teams."** And by working together, site teams aren't accidentally dropping the ball on leads — ensuring marketing dollars are maximized.

With such a successful initial run, RedPeak plans to roll out AI Voice to other properties in its portfolio. "This is the first product that we've introduced that our onsite Teams embraced immediately without any resistance to the change," said Aids. "They immediately saw the benefit, we saw our metrics improve, we're seeing the immediate impact from it."

Learn more about Knock