



ACORN

The Acorn Housing Experience

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Our Sponsor: Acorn of London

- Private housing for students and independent bookers
- 7 Properties in Central London
- Locations: Farringdon & Bloomsbury
- Operating for over 40 years



Our Goal

To investigate and evaluate client and residential experiences and opinions as they relate to Acorn's housing services to develop recommendations Acorn can implement to improve its provided services, amenities, and housing

What Impacts Client Satisfaction?



LOCATION



PRICING



FACILITIES



AMENITIES



SPACE

Objectives



Collect feedback from Acorn residents



Collect feedback from university officials



Collect and analyze information on competing companies



Create recommendations for a new feedback survey

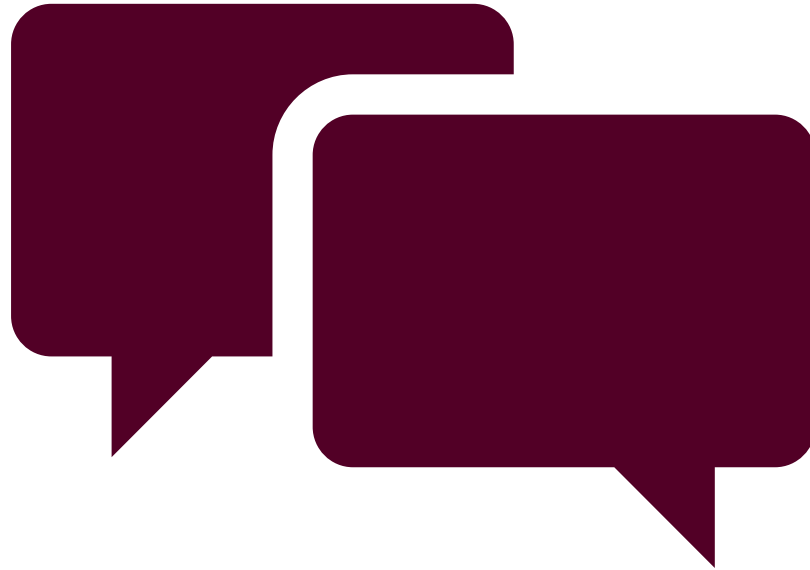
Resident Feedback

- Survey
 - 12 Questions
 - General and Specific
- Resident Interviews
- Focus Group
 - Discussed Solutions



Client Feedback

- 8 Interviews
 - 5 American Universities
 - 2 Agents
 - 1 Independent
- Topics Included
 - Client Information
 - Housing Priorities
 - Common Feedback
 - Booking



Competition



Location	Company	Type of Room	Housing Type	Cost per Week per Person	Minimum Stay
Paris Gardens	iQ	Three Bed	PBSA	£309	34 Weeks
New Cross	Axo	Studio	PBSA	£260	43 Weeks
Vauxhall	Urbanest	Studio	PBSA	£299	8 Weeks
Bowden Court	LHA	Six Bed Dorm	HMO	£105	-
Burton Street	Anglo	Three Bedroom	HMO	£???	-

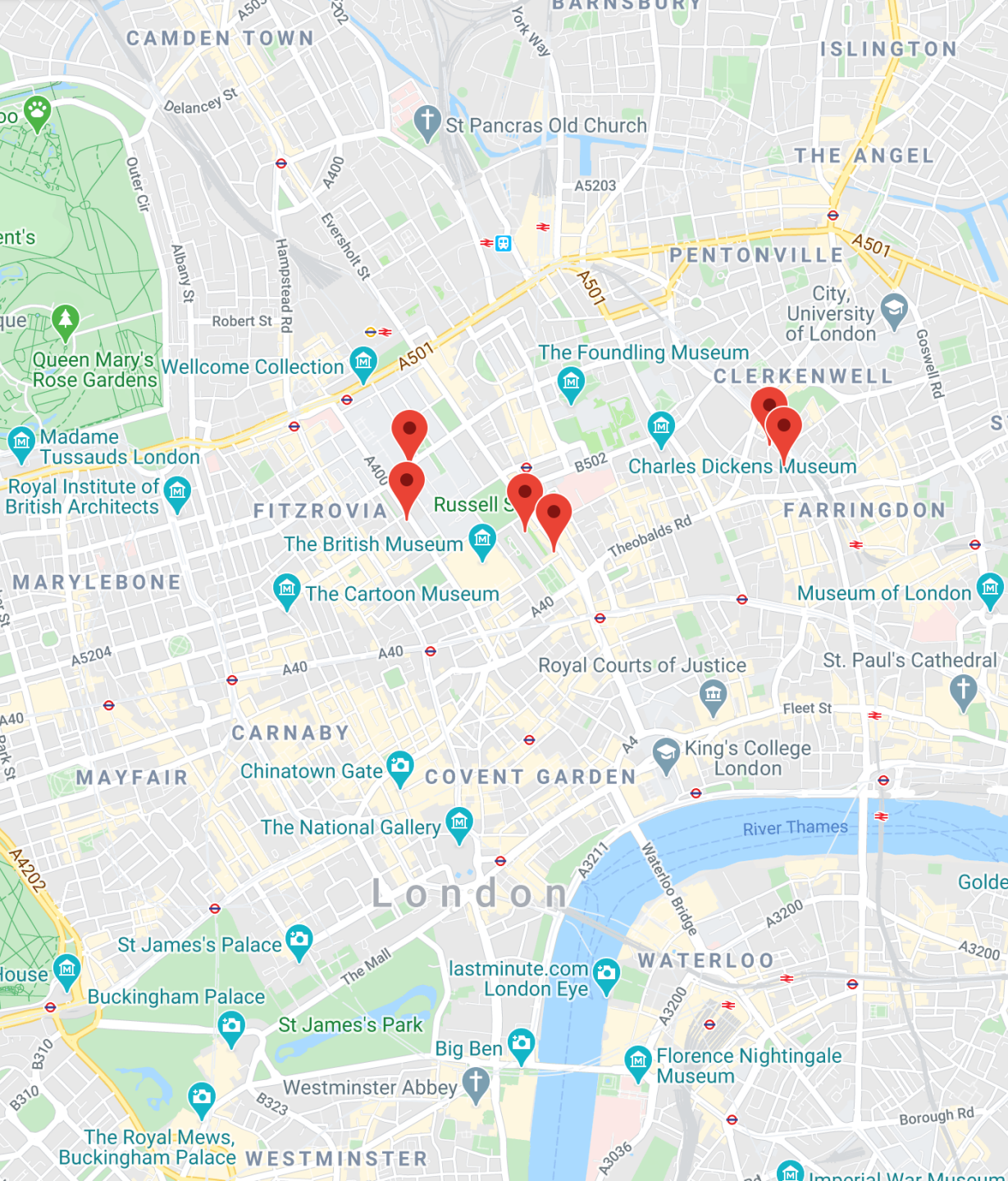
Acorn's New Feedback Survey



Review Past
Surveys

Synthesize
Relevant
Questions

Research
Digital Survey
Platforms

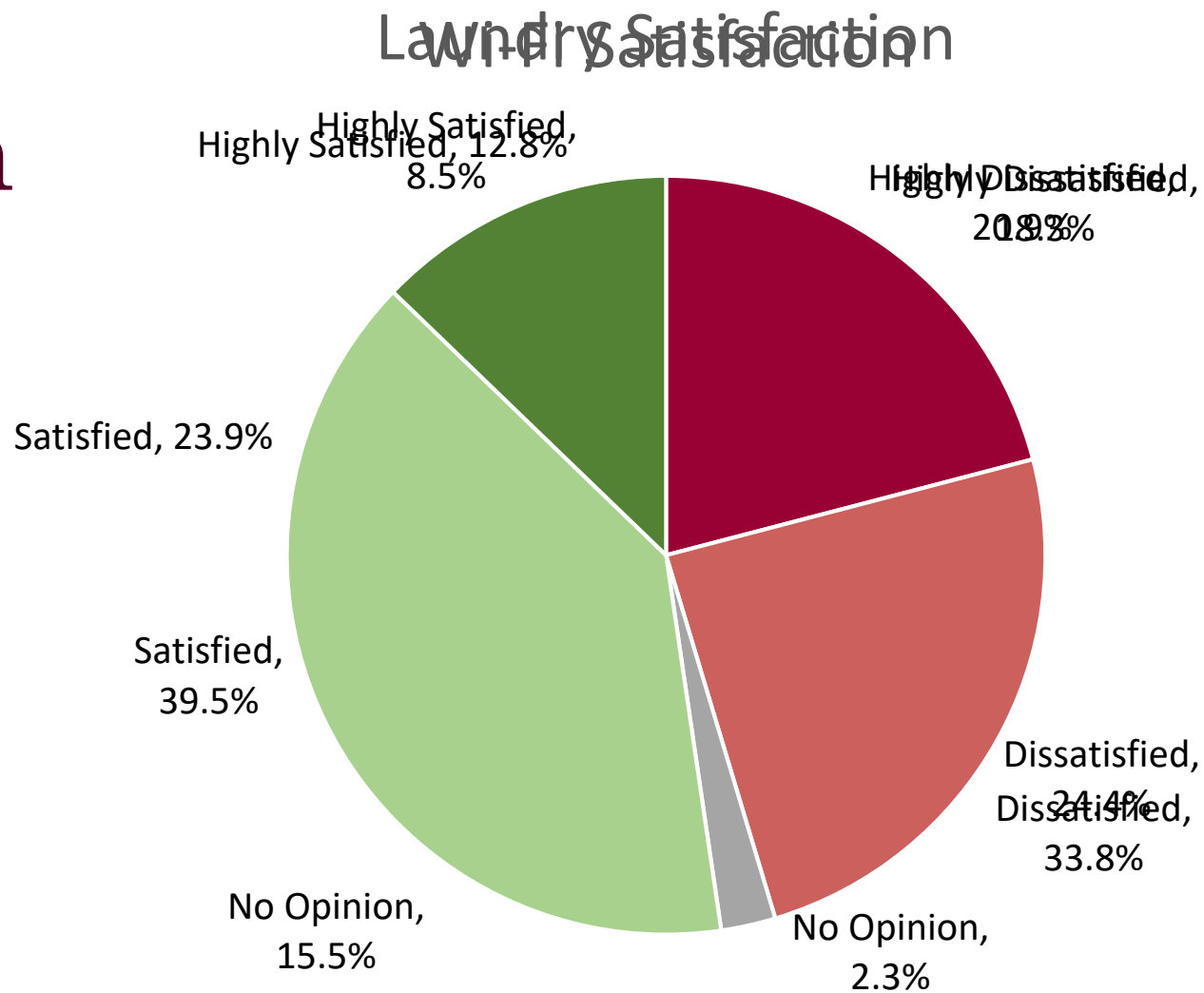


Why Clients Book with Acorn

- Location
 - 95.2% Satisfaction
- Flexibility
 - Short Stay
 - Personal Touch

Flat Satisfaction

- Laundry
- Wi-Fi
- Furniture (Couches)
- Storage Space
- Arrival Inventory/
Maintenance



Communication Satisfaction



Sales Team: Overall positive



Help Contact: Student uncertainty regarding who to contact



Maintenance: Good response time, unannounced entry



Follow-up: Communication about ongoing maintenance requests



Cleaning: Overall very good, inconsistent cleaning time

1: Improve Flat Turnover Process

Lower Cost Solutions

- Create standardized, documented training process
- Ensure training process is properly implemented

Higher Cost Solutions

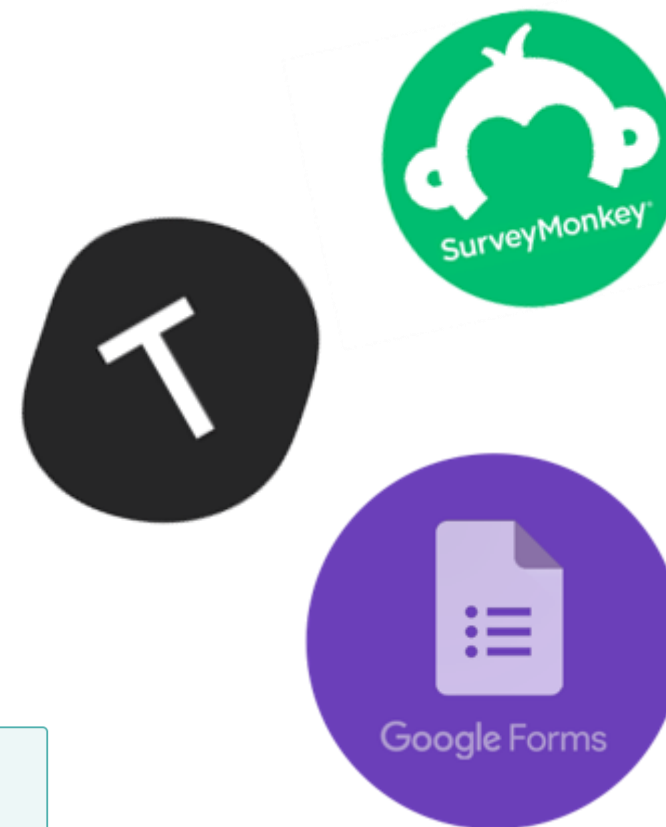
- Reevaluate resident move-out and move-in times
- Designate more staff to turnover

2: Implement a Digital Survey

- Saves time
- Instant basic analyzation
- 3 Options
- Utilized to monitor trends

4→ How would you rate your level of satisfaction regarding the bathroom? *

1	2	3	4	5
Highly Dissatisfied		No Opinion		Highly Satisfied



3: Introduce an Area Guide for Residents

Trifold Pamphlet

- Restaurants
- Markets
- Parks
- Points of Interest



4: Modify Resident Orientation Practices

- In-person explanation of how to use tricky appliances
- Orientation takes place when students are not tired/jetlagged from travel
- Staff follow up within 48-hours
- Advise universities to implement a pre-orientation



5: Continue Renovating and Refurbishing Flats

Short Term:

- Storage solutions
- Flat freshness

Long Term:

- Carpets, boilers, and furniture
- Laundry



6: Introduce a Client Affairs Position

- ✓ Intermediary between residents and Acorn
- ✓ Communicate with residents and clients
 - ✓ Manage student communication

Additional Benefits:

- Break up Acorn team responsibilities
 - Facilitate Orientations

Conclusion



Special Thanks to:

Acorn of London Staff

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University Contacts

Cooperating Acorn Residents

Project Advisors



ACORN

Questions?

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