

## **CENTURY 21® USA Chooses The RealSatisfied Customer Satisfaction Platform To Power Its Quality Service Survey Program**

**MANLY, NSW, AUSTRALIA** – January 13, 2015 – RealSatisfied will now power an enhanced customer feedback program that launched January 8, 2015 today to the entire CENTURY 21® System in the United States. The new system will greatly improve the capabilities of the existing CENTURY 21® Quality Service Survey (QSS) program.

“We’re proud to be the customer satisfaction platform of choice for CENTURY 21®,” says Phil Kells, CEO of RealSatisfied. “CENTURY 21® has been committed to measuring customer satisfaction for many years, and winning multiple national awards in the process, so we were excited to learn that we could meet their stringent requirements right out of the box with our service.”

CENTURY 21® Real Estate swept the 2014 JD Power Home Buyer/Seller Satisfaction awards by receiving the highest ranking among national real estate companies across all four customer satisfaction segments in the study, including: First-Time Home-Buyer Satisfaction, Repeat Home-Buyer Satisfaction, First-Time Home-Seller Satisfaction and Repeat Home-Seller Satisfaction.

According to the CENTURY 21® launch announcement, there are multiple enhancements provided by the RealSatisfied SaaS platform. These enhancements include, a more detailed satisfaction survey, reflective of the entire transaction process, improved agent dashboards, testimonial syndication capabilities to CENTURY21.com, realtor.com, Facebook, Twitter and agent websites, the ability to benchmark satisfaction results to the industry, highlighting service successes and uncovering areas for improvement, and a complaint escalation process to allow for quicker response to any consumer frustrations.

“Every office and every agent in the CENTURY 21® System will be given full access to the RealSatisfied platform,” Jeff Turner, RealSatisfied President explains. “The CENTURY 21® launch will add over 50,000 agents to our service. We couldn’t be more thrilled.”

RealSatisfied is a performance evaluation and customer satisfaction platform designed exclusively for the real estate industry. Beginning January 8, 2015, RealSatisfied will automatically send customer satisfaction surveys to both home buyer and seller clients on behalf of agents who are affiliated with CENTURY 21® via an integration with CREST EDG<sup>SM</sup>. A successful pilot was already completed with CENTURY 21® Award in California and CENTURY 21® Redwood in Virginia.

“Given the complexity of an integration of this size,” Phil Kells adds, “we’re not sure the preparation for this launch could have gone much smoother. The team at CENTURY 21® are top notch and we’re looking forward to introducing agents across the CENTURY 21® system to the benefits of the RealSatisfied platform.”

### **About RealSatisfied**

Based in Sydney, Australia with operations in Australia, United States, Canada and Singapore, RealSatisfied is the 3rd party customer satisfaction and performance evaluation platform for the real estate industry. Founded in 2010, RealSatisfied provides a turnkey solution to enable real, actionable feedback and performance ratings from clients. To learn more about RealSatisfied, visit [www.realsatisfied.com](http://www.realsatisfied.com).

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