



WHAT SETS YOUR CUSTOMER EXPERIENCE APART?



Customer Experience: More Than a Cookie and a Smile

by: Paul Cardis



What do wildly successful industry disruptors like Amazon, Starbucks, Tesla, and Apple have in common? They're all built on a cornerstone of providing an exceptional customer experience. Customer experience, or CX, is all the rage in today's corporate world, and for good reason. Without it you're simply providing a product or service, which won't be enough to excite today's experience-hungry consumer.

[READ MORE](#)



Homebuilders Need to Nurture Middle-Ring Relationships

by: Clark Ellis

In September, I was lucky enough to attend the Multifamily Executive Conference in **Las Vegas**. My big aha moment came during the keynote by Marc Dunkelman from Brown University, author of *The Vanishing Neighbor: The Transformation of American Community*.

Dunkelman made the disturbing observation that innovation in America is lagging and that the millennial generation is on track to be the least entrepreneurial in our history. This

seemed counterintuitive at first, what with the Ubers, AirBnBs, WeWorks, and other cutting-edge companies springing up. But as he spoke it began to make sense, and I realized that the societal trends behind his observations are similar to those at work in the home building industry.

[READ MORE](#)



Avid Ratings is proud to be a collaborator with Hanley Wood and KB Home in producing the KB Home Projekt: Where Tomorrow Lives. This project represents the ultimate exploration of health, wellness and sustainability in a volume homebuilding framework.

[LEARN MORE](#)



Did you know that November is Homelessness Awareness Month? We're joining the fight with our valued partner, HomeAid, to support their mission to rebuild lives for America's homeless. Learn 30 ways you can help make a difference for the homeless in America.

[LEARN MORE](#)

November 28-29, 2018: [HIVE 2018](#)
December 5-7, 2018: [TechHome Builder Summit 2018](#)
February 19-21, 2018: [NAHB International Builders' Show](#)

Industry News

[5 Technologies Boosting Productivity on the Jobsite](#)

[Why Aren't Communities More Supportive of New Housing Development?](#)

[How Smarter Use of Data Can Boost Project Quality](#)

[5 Key Things to Watch for the Future of Homebuilding](#)

[Drones, Smartphones and Tablets Taking Over Jobsites](#)



© Copyright 2018 Avid Ratings | 608-824-2500
[Privacy Policy](#) | [Terms of Use](#) | [avidratings.com](#)

CONNECT WITH US ON SOCIAL!

