

2020 Subscriber Trends: Areas for Improvement

This week we continue examining the 2020 Subscriber Satisfaction Survey results and look at areas where we can aim to make improvements in 2021. Previously we looked at the COVID-19 effect as well as service areas where we received new high scores.

High quality service is always a goal for RMLS™. In order to improve we have to look at areas where satisfaction isn't meeting our goal. Judging by the survey feedback, the primary area of subscriber concern is our communication with our subscribers. Whether it's suggesting that we add new functionality, (ex: providing links to county records), requesting changes to existing features (ex: adding new report types to the Combined Reports option), or simply wishing to know how priorities are determined, it's clear that some subscribers are feeling unheard or in the dark about the decision making process at RMLS™.

RMLS™ recognizes that any technical or procedural change that we implement can have an immediate and important impact on your day-to-day business. We take that responsibility seriously and look to apply our resources to best serve your collective needs. In this case there's an opportunity to improve our responsiveness and transparency.

In examining the survey results, we've identified three main types of communications that can be improved:

1. Feedback to subscriber requests for new features or changes to existing functionalities
2. Quality preparation for upcoming deployments and releases
3. Transparency of the decision making process

Decisions are guided by subscriber feedback. Each year, our team compiles subscriber input, identifying any trends and commonalities. That list is presented to the RMLS™ Board of Directors which determines development priorities for the year. Though new priorities can occasionally be added throughout the year, we typically follow this development process. Any updates not worked on during the year are again voted on and then reprioritized the following year.

We're in the process of drafting our business plans for 2021, which will include how best to address these communication issues. We will be looking for ways to improve how we notify subscribers of upcoming changes and additions, as we better anticipate and prepare for potential questions and confusions. We'll continue to refine our feedback responses and focus groups, add new notification options for you to stay abreast of developments, and increase the transparency of the decision making process.

Our ability to continue to improve and evolve is in no small part thanks to our subscribers who take the time to participate with our surveys and information gathering. Technical suggestions and requests can always be submitted to our Product Manager, Beth Raimer, at beth.r@rmls.com. Communications feedback is always welcome and can be sent to communications@rmls.com. We look forward to showing you the next steps in our service evolution in 2021.