

Case Study



Activated Insights

Resident Engagement Solutions

How Getting Resident Feedback Made WindRiver's Operating Plans Better



"We thought we were doing well in one area and not well in another area – but the data and feedback showed us we weren't correct in these assumptions. It goes to show: any time you want to know what your customers are thinking, it's better to ask – and work with a credible third party like Activated Insights. As a result, we modified some of our planned programs mid year and it's been great."

Joe Hessley, CEO



WindRiver is a leading senior housing and care firm based out of Dallas, managing communities that offer affordable housing, independent living, assisted living and memory care across the southwestern states.

14
Locations

1,600+
Units

3
States

Our Experience Collecting Resident and Family Feedback

Before Activated Insights	With Activated Insights
Limited to no ability for customization	Added custom and time-sensitive questions
Results took 2+ months	Results immediately when survey closes
General feedback and recommendations	Tailored recommendations by floor, building, location
Time consuming to share results	Easy-to-share results with leadership & key players
Limited comparison with employee feedback	Fully integrated with employee feedback

What We Got with Activated Insights Resident Engagement Solutions



Immediate Results – No Waiting

“Not only did the data reconfirm our suspicions such as AL food, it was also helpful to see where we thought we were doing better – but our customers thought otherwise such as IL maintenance.”



Exec & Board Level Reporting

“The results were in a dashboard that could easily be shown to and discussed with our WindRiver Board, owners of certain groups of communities, and other stakeholders.”



Add Top of Mind Questions

“We’ve rolled out certain customer service programs and it was helpful to see where these principles were working and where they needed to be reinforced more. Plus, we got incredibly helpful data for our COVID reopening plans.”

Survey Administration



- Switched to online surveys, resulting in real-time survey participation updates
- Each community appointed 1–2 employees (and sometimes residents) to track progress and assist residents needing help

Results



- Since rolling out Activated Insights, overall resident and family engagement has increased
- Survey results provide more detailed community data
- Managers find the results more useful than with prior systems

“Administering the survey was easy. The real-time data we got back gave me fodder to compliment certain teams and made us rethink how we do things in some departments. And we are already using my residents and family members testimonials in marketing.”



Bonnie Berkman,
Executive Director

Activated Insights supports Senior Living Providers by engaging residents, clients, and family members to increase satisfaction, referrals, and occupancy.



If you'd like to learn more, contact us at hello@activatedinsights.com.