

RESIDENT SURVEY BENCHMARKS: THE POWER OF PROMOTERS



Activated Insights

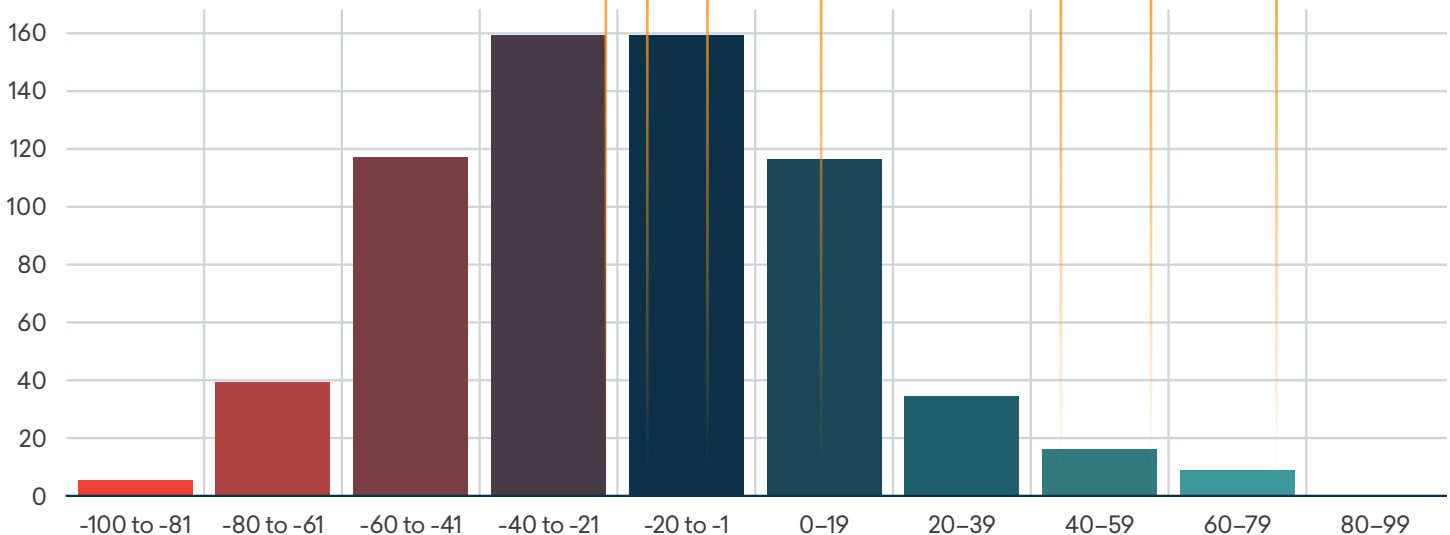
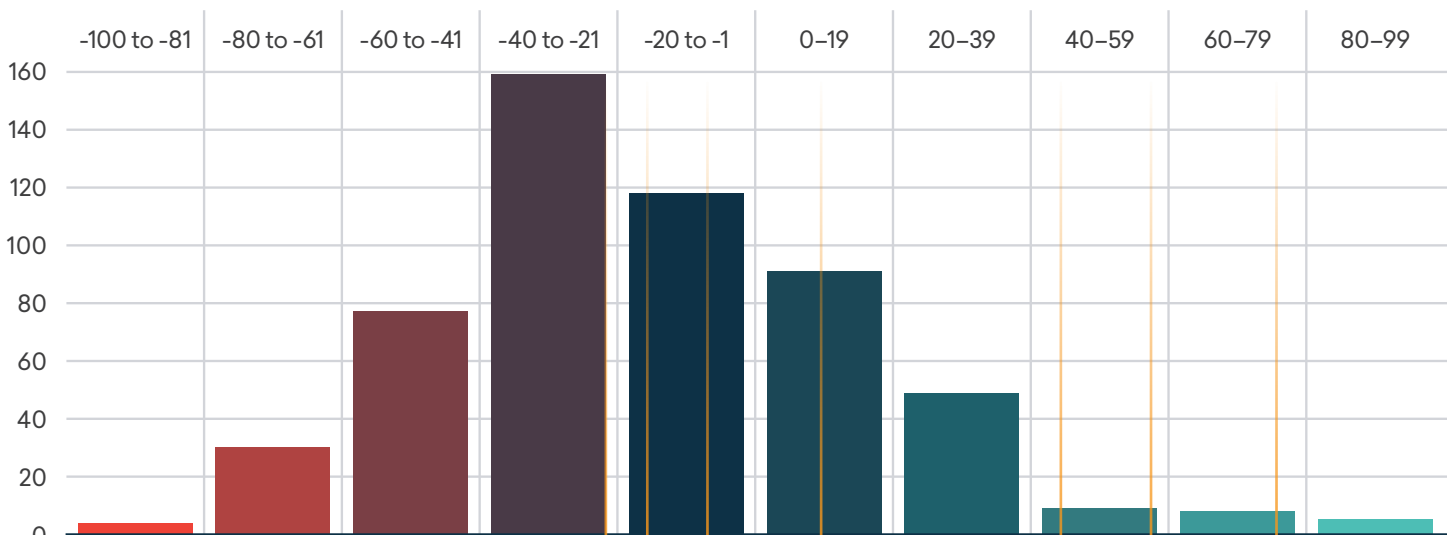
The Senior Care industry experiences a wide range of customer net promoter scores. The customer satisfaction scores that Activated Insights has collected show that customers can range from being as delighted as Ritz Carlton guests to being as displeased as grabbing fast food from Hardee's.

WHAT GETS MEASURED GETS IMPROVED – WHO ARE YOUR PROMOTERS?

NET PROMOTER SCORES

January to May 2021 Resident Survey Findings versus Benchmarks

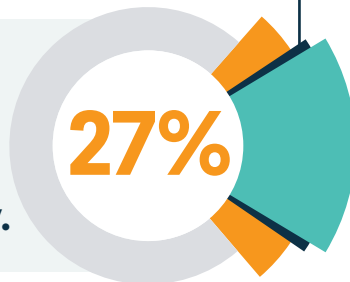
Resident NPS



Family Member NPS

ARE YOU LEANING ON YOUR PROMOTERS?

When asked for testimonials, **27% OF RESIDENTS AGREE** immediately – and the vast majority give a glowing review.



70%

of these residents are willing to share their name publicly with their review

90%+

of the reviews are positive

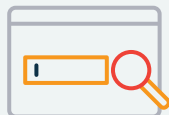
WITH ACTIVATED INSIGHTS, RESIDENTS ARE POSTING POSITIVE REVIEWS TO GOOGLE WHEN PROMPTED

WHY IS THIS IMPORTANT?

Reviews are critical: of 200+ items, Google reviews alone drive 9% of Google's entire search algorithm. Resident and Family testimonials and Google reviews are the **FASTEST** way to increase your qualified sales leads.



72% of consumers say positive reviews make them trust a local business more



Online searches for senior care have catapulted **50-300%+** by keyword



Increase your **visibility and ranking** quickly through increasing your Google reviews

Quantity of reviews, velocity and diversity are what matters.

Higher Net Promoter Scores in Senior Care Result In*



2% higher occupancy



Higher profitability

*Based on Jan to May 2021 resident surveys and Activated Insights analysis as well as Bain's customer loyalty research resulting in the NPS system.