

Good News on Resident Resilience and Customer Satisfaction

BUT CAN YOU SHARE YOURS?

By Dr. Jacquelyn Kung, Robert G. Kramer and Ed Fraenheim



Our latest research reveals positive trends on residents' wellbeing and customer satisfaction in the senior living industry. But whether your organization can celebrate and share the good news depends on three factors: **what you measure, how you measure it, and whether you have a robust digital strategy.**

600
64,000



Activated Insights surveyed seniors and family members at roughly **600 senior living facilities** in the first half of the year. The research, involving nearly **64,000 residents and family members**, discovered surprising low levels of isolation.

In contrast to the stereotype of elders as frail, forlorn and traumatized by COVID, we found that **just 20 percent of senior living residents are severely lonely.**

This is an even lower figure than a similar survey taken prior to the pandemic, **when 27 percent of residents of senior housing communities experienced severe loneliness.**



Happy Seniors

Customer satisfaction in the industry also was remarkably high. In particular, **87 percent of residents and family members said they would recommend their senior community to a friend.** The same percentage rated the organizations as “good” or better. Before COVID, when asked for comments about the “best thing” about their senior living community, 20 percent or fewer responses were about belonging, community, appreciating the staff and being safe. This year, though, **60–70 percent** of “best thing” comments mentioned those themes.

“I feel safe and am especially grateful for the careful response to Covid-19. Gratitude and blessing is my feeling about this place I now call home.”



Can your organization tell a positive story along these lines to your residents, their family members and to customer prospects? It depends on three crucial factors.

Is Your Organization Ready to Share the Good News?

1 Do you measure resident and customer satisfaction using standard tools?

Are you assessing levels of isolation and loneliness in your resident population? If so, are you using an industry standard like the UCLA Loneliness Scale? Are you measuring overall customer satisfaction? If so, do you use a standard tool such as the Net Promoter Score? Measuring resident's sense of wellbeing and client satisfaction with a non-standard tool offers limited benefits. It is hard to make the case that your senior living community is a place where people thrive and customers are delighted if you can't compare your results with wider industry benchmarks.



Activated Insights surveys residents and customers using the UCLA-3 Loneliness Scale and the industry standard for Net Promoter Score results.

2



Do you benchmark against the best organizations in senior living?

Speaking of benchmarks, does your organization have a way to evaluate results on resident and customer satisfaction against results from the best workplaces in the industry? It's one thing to say the elders in your community are less lonely than those in senior living settings in the country overall. It's another thing entirely to be able to say that your elders are as connected or more so than at the organizations recognized as the very best in the senior living industry.

Activated Insights offers detailed benchmarks against the Fortune Best Workplaces in Aging Services, as well as the Fortune 100 Best Companies to Work For. We also provide benchmarks for all levels of care within senior living and skilled settings, including independent living, assisted living, memory care and skilled nursing long-term care.

3

Do you have a digital-first marketing mindset?

Even if you answered yes to the first two questions, you won't optimize your message and marketing impact unless you focus on telling your story through today's digital platforms. The senior living industry has been a laggard when it comes to tapping tools such as Google reviews, social media and other online platforms. But today's customers increasingly rely on digital content to explore senior living options. Even just showing up in a Google search for retirement communities can depend on how many positive Google reviews your organization has. *Do you have a system in place to prompt your residents and customers to leave Google reviews?*



Activated Insights survey takers are invited to leave a Google review. Overwhelmingly, they are positive and significantly increase your Google search presence to consumers.



Our latest research offers striking, good news for an industry that COVID hit hard. In fact, our residents' resilience as the pandemic recedes offer inspiration to the rest of the country as we all work to construct our post-COVID reality and battle what some have deemed widespread "**languishing**."

*Can your organization share this good news in your markets, specific to your senior living communities? **If not, it may be time to take a close look at your satisfaction measurements, whether you benchmark those against the best, and how fully you are tapping today's digital marketing tools.***



Dr. Jacquelyn Kung is CEO of Activated Insights, the senior living partner of workplace culture authority Great Place to Work. **Robert G. Kramer** is founder of think tank Nexus Insights and former CEO of the National Investment Center for Seniors Housing & Care (NIC) a resource for data and analytics for the senior housing and care industry. **Ed Fraenheim** is co-author of several books on workplace culture, including A Great Place to Work for All.

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