

Boost Your Business With the Activated Insights Data Solutions Platform

By Jacquelyn Kung and Michelle Maalouf

Senior living organizations that survey residents and families through the **Activated Insights Data Solutions Platform** get valuable information that can boost their business results. Senior living organizations that survey residents and families also get valuable data that can boost their business in other ways. Survey results enable organizations to grow revenue by improving resident attraction and retention. Surveying residents and families can also elevate customer experience in a sustainable way and increase employee engagement.



Increase Revenue—by Focusing on High-Value Activities

Revenue at senior living communities is all about attracting and retaining residents. The **Activated Insights Data Solutions Platform** can help senior living organizations improve customer recruiting and retention by identifying the critical issues facing a facility. Activated Insights surveys, in conjunction with an optional data insights package, can help a senior living community become a customer magnet.

Larry Rouvelas, CEO of senior living provider IntegraCare, highlights the estimated impact on their bottom line, “Beyond attracting new residents, it helps us retain existing residents by focusing our time on the things that matter to them most. It’s worth at least one or two additional residents. **That’s approximately \$80,000 annually per community.**”

Efficiency gains at our communities come from survey results pointing to the greatest needs of the organization, which in turn enables leaders to optimize how they direct employees.



Employees are “working on higher-value activities.” The survey, in effect, “keeps them away from lower-value activities.”

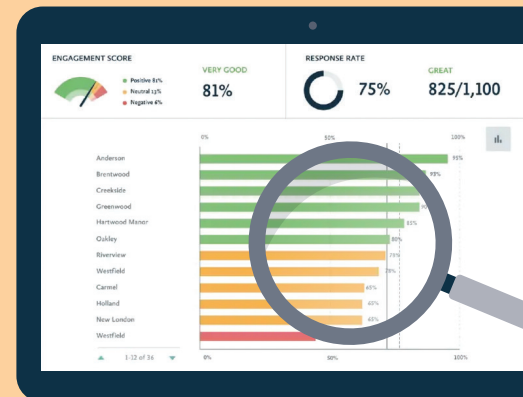
—Larry Rouvelas
CEO at IntegraCare

Sustain a Great Customer Experience— by Discovering Strengths and Weaknesses

Strong customer service is at the heart of sustainable success. A senior living organization cannot last long if it doesn't earn the business of its residents and their family members. **The Activated Insights Data Solutions Platform** enables leaders to pinpoint their strengths and weaknesses on an ongoing basis. Among the critical customer service areas covered in Activated Insights surveys:

- ✔ Kindness of staff
- ✔ Variety of activities
- ✔ Quality of the food and dining experience
- ✔ Local transportation services
- ✔ The quality of on-site caregiving

IntegraCare uses survey results and data insights to identify the top three strengths and weaknesses at each of its 18 communities. It also sends a letter to residents and families pledging to work on the areas of opportunity in the coming year. In this way, the Activated Insights Data Solutions Platform becomes a critical tool for elevating customer experience continually.



“If you don’t know how you’re doing, why should you continue on the same path? Do you need to adjust to improve? It’s important to know what your customers are saying.”

—**Brandon Smeltzer**
Vice President of Sales and Marketing at IntegraCare

Increase Employee Engagement— by Building Consensus on Priorities

The Activated Insights Data Solutions Platform involves surveying residents and family members, but it can have an important impact on employees. Survey results, taken together with Activated Insights data insights, can increase employee engagement by helping leaders build consensus on organizational priorities.

It’s well established that staff morale rises when leaders communicate a clear company strategy. But many senior living organizations struggle to identify and stick with a plan, as different department heads vie for limited resources and problems pop up that may cause overreactions. The result is whip-sawing leadership that demoralizes front-line staffers. In contrast, Activated Insights survey data allows leaders to point to the voice of the customer to galvanize support for a unified strategy.



“It’s no fun working in a company that overreacts to every little brush fire that pops up, that wildly sprays oil at every squeaky wheel. The nice thing about this survey is that it allows you to build consensus within your team—that these things are most important.”

—**Larry Rouvelas**
CEO at IntegraCare

Mutually Reinforcing Business Benefits

These three business advantages—revenue gains, sustained high customer service and increased employee engagement—reinforce each other. Growing revenue from targeted customer improvements allows a leader to invest further in a great customer experience. As customer service levels rise through a focused strategy, employee morale and pride improve. More engaged employees, in turn, will serve customers with greater care and determination—which leads to improved customer attraction and retention and higher revenue.

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