

5 CX Tips for Senior Care

In this competitive market, your customer experience (CX) is everything. The way seniors and their loved ones search for and evaluate care has changed and they're more adept at using digital sources to research their options. These sources may make it easier for potential residents to find you. It also makes it easier for them to compare you and senior care communities need to meet them where they are.

Here are some tips to create a customer experience that puts you ahead of the competition.

1

Deliver Great Experiences From the Very Beginning

75% of senior care consumers [start their research on Google](#) and continue on social media – if you're not active on those channels, you'll miss out on leads and opportunities to improve the resident experience. Manage all communications in a single dashboard for timely responses with chat on Google Business Profiles, social media, your website, and text messages.

2

Create a Feedback Loop

Request reviews, send surveys, and respond to feedback in order to learn what residents, families, and employees think about your community. This information is more important than ever because review volume in the senior care industry is up year over year. Learn from this feedback data in order to improve overall satisfaction to reduce AMAs/move outs that lead to a loss of revenue.

3

Be Social

If you don't have social profiles, create them. If you do have social profiles, update them. Engage with your followers to create authentic connections and grow your community. Leverage social listening tools to learn what people are saying to you, but also about you, your competitors, and the industry as a whole. You'll be able to reveal a more complete picture of your CX and learn how you stack up against the competition.

4

Start with Your Employees

Quality resident experiences begin with positive employee experiences. Monitor, analyze, and respond in real-time to employee reviews from relevant sites. Deploy internal surveys to capture structured employee feedback. Use Reputation's Competitive Intelligence to see how you stack up against competitors. This combination of data leads to more accurate insights to position yourself as the employer of choice.

5

Centralize CX Data

Invest in an automated CX platform to collect, house, and report on public and private feedback, giving you a complete picture of customer sentiment. Since feedback fuels growth, this is the data you need to grow your business, drive customer loyalty, and become a leading community.

Quality outcomes begin with a quality experience - Your employees, residents, and families deserve the best. [Contact us](#) to learn how we can help.

