

# 2025 UK Care Industry Trends Quick Take Report

Leveraging Reputation's AI-powered natural language processing algorithms, we analyzed over 48,000 reviews for 33 Care Home and In-Home Care providers across the UK to learn how patient feedback is reshaping the care industry. This report shows how care providers are leveraging their reputations to build trust, enhance the quality of care, and build their businesses.





# Reputation: Essential in Every Industry, Critical in Care

In the care industry, reputation holds unparalleled importance. Unlike other sectors, choosing a care facility or in-home provider is a deeply personal decision that revolves around care, health, and recovery. Families and individuals entrust their well-being to these providers, making a strong, trustworthy reputation essential.

**While amenities and convenient locations are important, the true measure of care comes from the experiences shared by current and former patients, and their families. The feedback they provide can greatly influence how a care provider is perceived.**

Reviews offer insight into the quality of care, staff attentiveness, and the overall environment. Engaging with this feedback is essential. Care providers who identify and address concerns quickly and effectively demonstrate compassion while building trust and credibility. Conversely, those who ignore or dismiss feedback miss a key opportunity to grow their businesses.

The difference between a trusted care facility and a questionable one often comes down to how effectively a provider manages their reputation.

# Overview

## Key Findings of our 2025 Trends in the UK Care Industry 'Quick Take' include:

- Care facilities and in-home care providers are both missing key opportunities to grow their businesses.
- Review volume across the entire sector is low—especially when compared to the healthcare industry.
- The majority of reviews received are typically good, but poor performance in review volume, spread and recency are negatively impacting Reputation Scores.
- By not responding to reviews and social media posts, care providers are missing opportunities to connect with patients and their families and drive additional reviews.
- Top performers are using reputation solutions to meet CQC guidelines\* and the sentiment data derived from those solutions to identify strengths and address weaknesses.
- Care facilities that listen to residents and their families, address concerns, and take proactive steps are seeing improved satisfaction, better outcomes, and stronger relationships with those they serve.

For a deeper dive into Reputation's UK Care Industry survey findings, or to see a live demo of how we can help your care organization maximise your reputation and drive business growth, visit us at [Reputation.com](https://www.Reputation.com).

\* CQC Guidelines are the standards set by the Care Quality Commission that healthcare and social care services must meet.



## **Benchmarking Performance:**

# The Methodology Behind Reputation Scoring

Using Reputation's AI-powered natural language-processing capabilities, we analyzed over 48,000 reviews for 33 Care Home and In-Home Care providers across the UK. We measured the industry as a whole as well as the top 20% and bottom 20% of performers to see what these sub groups were doing differently.

All were assigned a Reputation Score – a proprietary indicator based on publicly available review data that rates brand performance on a scale of 100 to 1,000. The Reputation Score provides a real-time, single metric to gauge brand perceptions. It is awarded based on a variety of weighted criteria:

### **Sentiment**

The thoughts and opinions expressed in reviews

### **Engagement**

Social media activity levels and interactions; review responses

### **Visibility**

Search rankings, review volume and spread, and business listings

The Reputation Score uses analytics to uncover actionable insights for each location, offering tailored recommendations that help care providers streamline operations, improve efficiencies, and increase revenue. This makes the Reputation Score into a strategic tool, and makes the Reputation platform a key partner in driving continuous brand and operational improvement.



# Care Home Review Volume Increased 13.2%

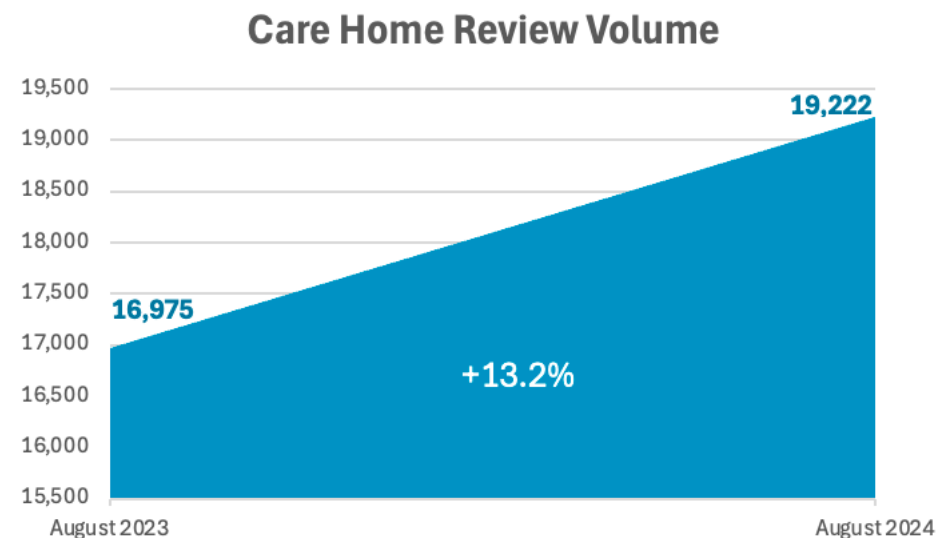
Top tier provider locations achieve nearly double the review volume as the industry average. The top tier generates 21 reviews for every review generated by the bottom 20%, who urgently need to drive feedback to gain volume and visibility.

While the top tier is setting the standard, the numbers remain relatively low compared to adjacent industries like healthcare. Virtually all of the care facilities evaluated could further improve their Visibility score by increasing review volume.

## Pro Tip:

According to a Reputation survey, 22% of the public say they leave reviews simply because they're asked to. The simple act of soliciting reviews can have a significant impact on volume.

A large, 200+ location UK Care provider saw review volume increase 134% after implementing the Reputation platform.





# In-Home Care Review Volume Increased 18%

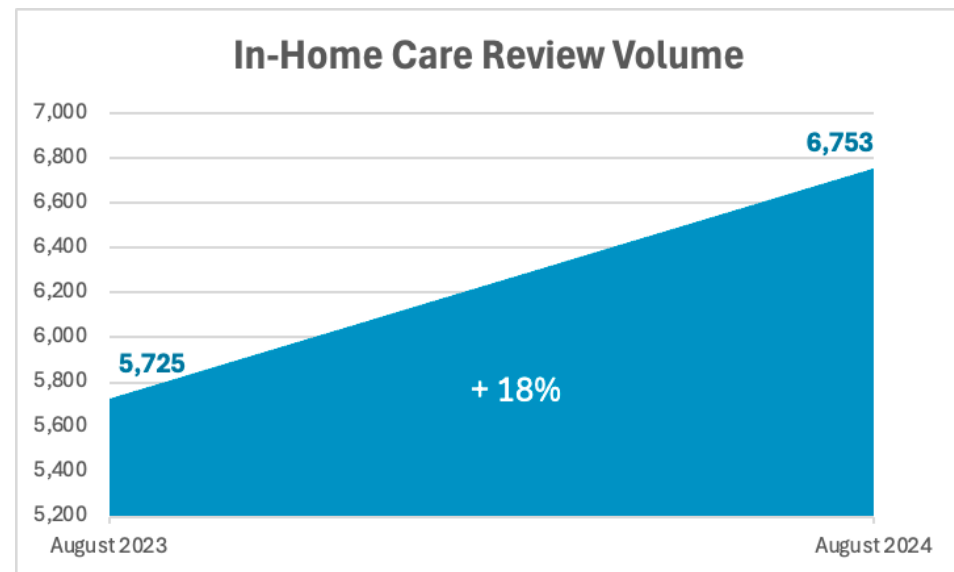
While the percentage increase in review volume is notable, it's important to consider that a higher percentage increase is easier to achieve when starting with smaller figures. The numbers remain low relative to the number of providers.

On average, in-home care providers receive only 9 reviews annually, with the top 20% managing just 14 reviews per year. There is still significant room for improvement in generating consistent, quality feedback.

## Pro Tip:

Focus on boosting review volume, recency, and spread to improve how your care business is ranked in Google searches. The more fresh, positive reviews you have across multiple platforms, the higher your visibility. Engaging actively on social media also enhances your reputation and search engine performance.

A UK care provider with 150+ locations saw a 168% boost in review volume and raised their Reputation Score by 450 points using the Reputation platform.







## Care Homes

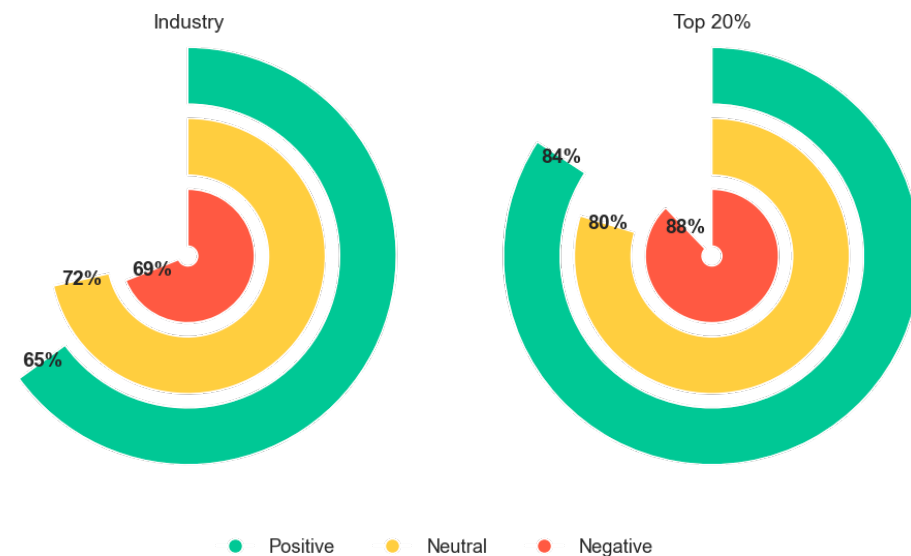
# Missing Opportunities to Engage

Care facilities can increase the Engagement rating within their Rep Scores by attentively responding to all reviews.

The Top Tier respond to over 80% of all reviews regardless of sentiment, illustrating how they regularly engage with family and meet the standards set within the CQC guidelines. The Industry as a whole averages a 68% response rate. This is reflected in a top tier Engagement score 11 points higher than the industry overall.

### Pro Tip:

Reviews offer an opportunity to turn a negative experience positive. By responding to all reviews—positive and negative—you align with more than 80% of UK consumers who believe it's important for businesses to do so. And responding shows prospective patients that you genuinely care about their experience—exactly what they want from their providers.



Care Home Review Response Rates



## Care Home Strengths Promote What Resonates Most

### Staff



Mentions: 13,644

Impact: 0.51

### Bedside Manner



Mentions: 3,251

Impact: 0.13

### Comfort / Attractiveness



Mentions: 3,230

Impact: 0.12

Staff, comfort, and attractiveness consistently stand out as leading strengths in care home reviews. Identifying these strong points allows facilities to reinforce their positive attributes and build on what's working. Understanding resident sentiment in these areas helps direct focus on maintaining and improving what patients and their families value most.

By capitalising on these strengths, care homes can solidify their reputation and differentiate themselves from competitors. Whether it's emphasising staff excellence, enhancing comfort, or ensuring attractive, welcoming environments, leveraging data-backed insights helps care facilities stand out and drive positive reviews.

#### Pro Tip:

Top performers use sentiment data and Reputation Scores to understand what resonates most with consumers, call out those strengths in promotional materials, and differentiate themselves in a competitive market.





## Care Home Weaknesses

# Knowing What to Fix

Administrative processes, communication, and doctors are the top weaknesses mentioned in care home reviews. Identifying these shortcomings through reputation management systems helps facilities prioritise improvements and investments. With limited resources, understanding consumer sentiment is essential for allocating funds where they can have the biggest impact.

By analysing reviews, the top care home providers gain the ability to make data-driven business decisions. Whether it's enhancing doctor training, streamlining administrative tasks, or improving communication with families, acting on the data is key.

### Pro Tip:

Top performers are using sentiment data to identify weaknesses and act to address them. This improves overall care quality and patient satisfaction, and it's reflected in their reviews and ratings.

### Administrative Process



Mentions: 37

Impact: Low

### Doctor



Mentions: 129

Impact: Low

### Privacy



Mentions: 36

Impact: Low



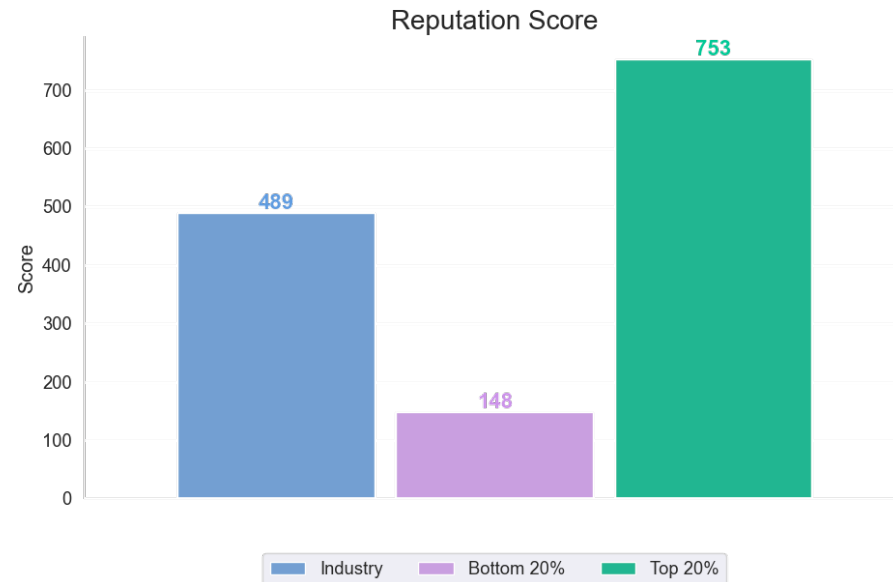
## Care Homes Reputation Scores Climb

The average Reputation Score for care homes rose from 425 in 2023 to 489 in 2024. While that represents a 15% increase, the overall industry continues to lag top tier facilities which boast an average score of 753 – an impressive 264 points higher.

The bottom 20% earned a significantly lower Rep Score of 148, indicating very low review volume, and negative sentiment in the reviews they did receive.

### Pro Tip:

The entire industry would benefit by implementing programs designed to drive more reviews from satisfied customers. For those scoring below the industry average, it's business critical.



Care Home Reputation Score By Category



## Care Homes

# The Greatest Opportunity for Care Facilities: Visibility

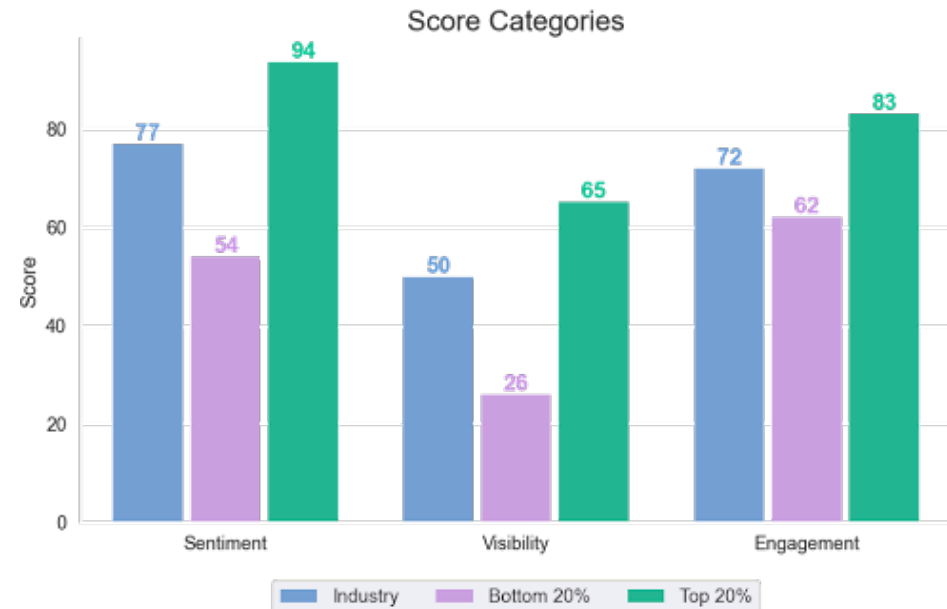
There are notable differences across the three Reputation Score categories. Top Tier performers excel in Sentiment, the most heavily weighted category, scoring 17 points above the industry average and 40 points above the bottom 20%.

Engagement is the category where performance is most similar. Bottom Tier providers are severely lacking in Visibility, which proves a challenge across the entire industry.

### Pro Tip:

By continuously soliciting fresh reviews across multiple sites, care facilities could significantly improve their Visibility ratings and in the process, raise their Rep Scores.

A UK-based care provider with over a dozen facilities achieved a Reputation Score 178 points above the industry average using the Reputation platform.



Care Home Reputation Score By Category



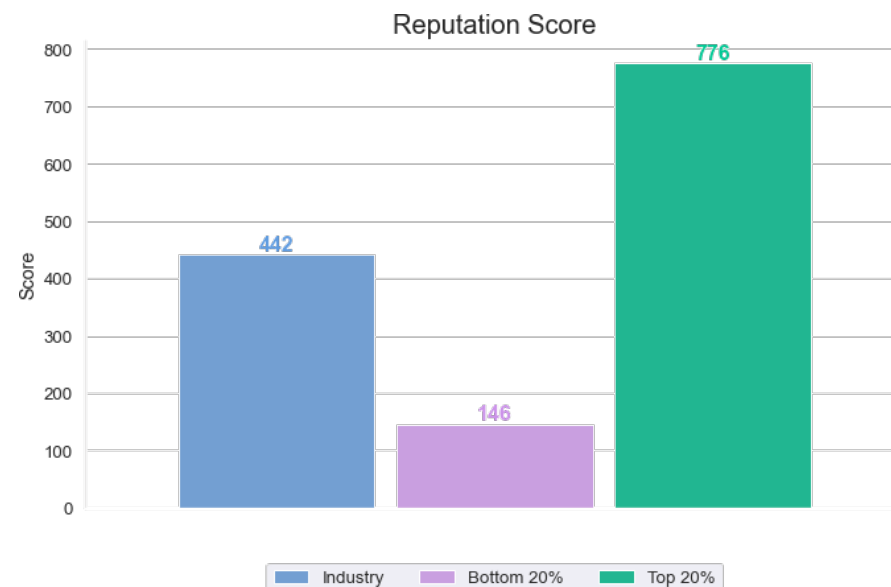
## In-Home Care Reputation Scores Move Higher, But Still Lag Facilities

The average Reputation Score for in-home care rose significantly, from 310 in 2023 to 442 in 2024—a 43% increase. This growth likely reflects growing recognition of the importance of reputation management and the widespread adoption of reputation solutions. Despite improvement, top performers far outshine the industry, exceeding the average provider's score by 334 points.

On the other hand, low performers continue to struggle, mirroring some the same Visibility issues seen in care facilities but experiencing Sentiment challenges as well.

### Pro Tip:

A reputation management solution helps care providers meet CQC standards by automating feedback collection, analysing review data, and providing actionable insights to drive improvements in areas like staffing, communication, and governance—key factors in achieving an 'outstanding' CQC rating.



**In-Home Care Reputation Score**



## In-Home Care

# The Greatest Opportunity for In-Home Care: Visibility

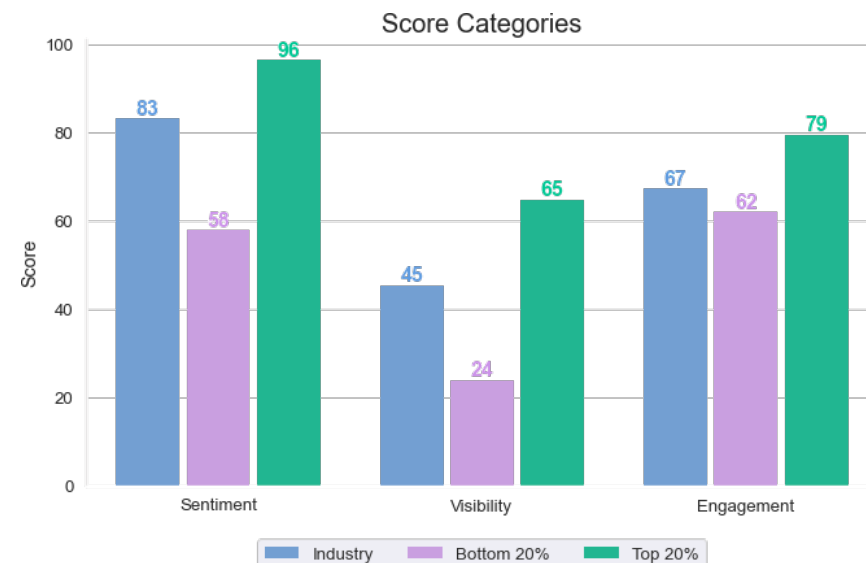
In-home care providers outscore care facilities in Sentiment, which means the feelings and perceptions expressed in reviews are higher overall than that of the facilities.

One reason in-home care providers lag behind in Visibility is due to the complexities of managing multiple online listings.

In-home care providers are also underperforming in the Visibility category due to low review volume, lack of recency, and limited review spread across platforms. Engagement, which measures review responses and social media interactions, also trails behind, reflecting missed opportunities to engage directly with existing and prospective customers.

### Pro Tip:

Accurate, up-to-date business listings are essential, especially for care providers with multiple locations. Cross-platform consistency improves search engine rankings, increasing visibility and attracting more clients.





# How Top Care Providers Excel

The following best practices for maximising review volumes and ratings are based on the work we do with thousands of customers and the locations they manage.

- 1. Consistently Ask for Reviews:** Top-rated care homes proactively request reviews from customers and their families on a consistent basis. The result is nearly double the number of reviews generated per location as compared to the rest of the industry.
- 2. Consistently Respond to Positive Reviews:** Top tier in-home care providers exhibit a 76% response rate to all reviews compared to the 57% response rate achieved by the rest of the industry. This responsiveness of the top tier illustrates the value they extract from customer feedback.
- 3. Consistently Respond to Negative Reviews:** The top tier of care home providers address negative reviews with a 88% response rate, 19 points higher than the industry average. This proactive approach helps resolve issues and demonstrates transparency and commitment to customer satisfaction, leading to improved Reputation Scores.
- 4. Implement a Comprehensive Reputation Management Tool:** Top tier care facilities leverage tools to streamline review requests, responses, and analyses. These tools track feedback across multiple platforms, from multiple locations, ensuring swift and effective responses via a single dashboard. Through these tools, customer relationships are enhanced, service quality improves, and Reputation Scores rise.
- 5. Leverage the System's Business Intelligence to Implement Change:** Top tier facilities “always know, always act” on feedback. By analysing data from their reputation management tools, they identify trends, address recurring issues, and make strategic improvements. This proactive approach enhances operations, improves customer satisfaction, and maintains a competitive edge in the market.





## Case Study

# Reputation-Driven Success in the Care Industry

One of the UK's largest care providers with over 200 franchise locations faced challenges in managing its online presence.

With inconsistent tools across sites, there was no central oversight of business listings, leading to poor search rankings. The provider struggled to respond to customer reviews and lacked a unified social media strategy, missing critical feedback from third-party platforms. This lack of coordination allowed competitors to outrank them locally.

After evaluating multiple vendors, the company chose Reputation for its platform scalability and features as well as expertise with franchise business models and experience with the UK healthcare sector. A data-driven business review highlighted areas for improvement, leading the provider to

implement Reputation's Reviews, Listings, Social Suite, and Surveys to drive performance improvements across their sites.

The care provider experienced a 109% increase in year-over-year review volume after the first full year. Review responses now average 73%, contributing to steady annual increases in Reputation Score since 2020.

Currently, over 100 of the provider's locations maintain a best-in-class Reputation Score above 800. Additionally, they saw a 182% rise in clicks-to-calls and a 197% increase in clicks-to-website. Social channels also thrived, with page followers growing by 451% and engagement up 215%.

# 134%

review volume increase  
between 2019 and  
2023

# 126

points above the  
industry average  
Reputation Score

# 137%

increase in listing views  
within 12-months of  
implementation

# The Reputation Platform

## Ready to take control of your brand's reputation and thrive in the digital landscape?

The Reputation platform gives care providers the ability to manage and showcase customer feedback from a single platform, across all locations.

### They can:

- **Generate, respond to, and engage** with customer reviews
- **Track review volume, quality, and real-time sentiment** at the brand or location level
- **Measure/report on key review metrics** with customizable dashboards and automated reporting

Care providers use the Reputation solution to enhance their online presence, gather reviews, manage social media, increase customer engagement, and use feedback to create better customer relationships — all at scale.

**For more information on how Reputation can help your organisation thrive, visit [Reputation.com](https://reputation.com).**

Reputation is the only platform that empowers companies to fulfill their brand promise by measuring, managing, and scaling their reputation performance in real-time, everywhere. Functioning as a business' eyes and ears in the spaces where customers talk, post, review, and recommend, Reputation AI-powered product stack analyzes vast amounts of public and private feedback data to uncover predictive insights for companies to act on, and improve their online reputations. Visit [reputation.com](https://reputation.com) to learn more.