

Customer experience (CX) provides the foundation of the impression families and residents have of long-term care facilities. Delivering an outstanding customer experience is critical to maintaining and growing census, especially in the face of continuing current challenges. But doing so need not come at a high cost because exceptional CX can improve the bottom line for long-term care communities.

1. Create and Share a Comprehensive CX Strategy

Customer experience doesn't start and end at the reception desk. You need to involve your entire organization in the planning and execution of a solid CX strategy. Every resident and family member's touch points with your facility must be analyzed and optimized for the best customer experience. Critical questions that must be incorporated into a robust CX strategy include:

- How are people treated?
- How easily can they access the information they need?
- How frequently and conveniently do they receive information from the facility?

2. Gather Multi-Faceted Feedback

The voice of the customer is essential in analyzing resident and family satisfaction. Asking something as straightforward as "How likely are you to refer us to a friend or family member?" on a regular basis can give you a real-time view of customer satisfaction. Moreover, open-ended questions can provide an expanded view of what's driving customer satisfaction or dissatisfaction and help you identify specific areas for service improvement. These feedback inquiries can be delivered on a regular, formal basis, or through simple pop-ups in an app or on your facility's website. The key is to ask...and ask often.

3. Use Technology to Enable Self-Service and Speed Information Delivery

According to a recent PWC study, nearly 80% of American consumers say that speed, convenience, knowledgeable help, and friendly service are the most important elements of a positive customer experience. Senior care facilities need to leverage technologies that garner these types benefits by enabling residents and families to serve themselves when it comes to communication and information—making it easier and faster for them to get answers to their questions and requests for information without increasing the burden of non-care interactions on your staff.

A Note on Hitting Your Top Line...

Remember that an exceptional customer experience drives top-line revenue improvements and lowers costs. Positive experiences encourage residents and their families to provide better referrals and online reviews. Those positive comments help reduce the cost of new resident acquisition and help to stretch your marketing budget. When residents and their families feel appreciated, they are more willing to pay premium prices for services and are more likely to remain loyal to your facility.

A Note on Expanding Your Bottom Line...

An outstanding customer experience also results in a reduction in cost per contact with the residents and their families. In particular, providing self-service options and consistent communication can reduce the frequency and length of in-person contacts with staff—enabling caregivers to spend more quality time on residents' care.

How's Mom Can Help...

The *How's Mom* app and Hub enable organizations to streamline feedback solicitation and communication with residents and family members, with a full suite of tools, including chart views, mass notifications, visit planning, family feedback and more. This convenient software makes family communication a powerful—and easily manageable—tool for improving customer experiences and building census.

For more information,
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