

# Services and Deliverables



**Our mission** at Sensight Surveys is to help senior living companies delight and retain their residents and staff by making improvements that matter most in their communities. We believe senior living residents should be able to live a uniquely awesome life supported by caring and responsive staff members who love and are recognized for what they do. We believe conducting effective research is about giving executives immediate insight and clear opportunities to act to improve their business. In the case of senior living, it's about finding ways to delight and retain community residents and staff to ultimately attain improved occupancy, referrals, and profitability.

To fulfill our mission, we have created a program aimed at community improvement. Our clients receive easy to understand and insightful reports, a community improvement guide designed to help directors create and implement an effective plan of action, and executive tracking of community improvement goals and progress.

Companies who partner with Sensight Surveys receive these services and deliverables:



## User-friendly reports that quickly hone in on key insights and opportunities to act

- Interactive executive reports drill down on important segments, such as care level, region, and department
- Easy to understand community reports focus on top strengths and improvement opportunities
- Community improvement goals are tracked on executive and community reports
- Customer and employee comments are human coded into themed categories



## Easy to follow step-by-step community improvement guide

- Guides community leadership through planning, implementation, and monitoring of improvement efforts
- Targets service areas with the greatest impact on overall satisfaction
- Emphasizes achievable and measurable improvement goals



## Proven customer and employee surveys that capture key drivers of satisfaction & loyalty

- Survey forms tailored to each care level
- Your choice of paper, online, or mixed administration methods



## First class customer service and experience

- A passion for excellence and over a decade of experience working with top senior living companies
- Work directly with company founders, your main points of contact through project completion and beyond
- Responsive telephone and email support



## Communication and incentive plans to advertise your survey and maximize response rates

- Announce your survey to customers and employees via existing touch points such as email, company newsletter, pay stubs, and billing statements
- Free marketing templates to promote your survey
- Supplement with participation incentives that meet your budget



## Full customization

- Complete customization of services and deliverables for clients looking for an experience 100% tailored to their individual needs
- Ask about options and pricing