



Customer Satisfaction Made Easy: Senior Living Communities

Benjamin Pearce

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There are many ways to quantify the residents' support of the management of the community. As with any business, word-of-mouth endorsements by your customers are your best advertisement. Residents will define quality as simply the difference between what they expect and what they get. If their expectations are exceeded (or even just met), they will represent your community as a quality operation. Conversely, if you are unable to meet their expectations, or fail to deliver on your promises, they will not recommend your community to friends and can even become hostile. Learn about the importance of resident satisfaction, how to manage moments of truth and the service model. Explore the cycles of good and bad service and how to handle resident complaints effectively. Ideas are also offered on how to conduct resident opinion surveys and interpret results.

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