

The background of the slide features a dark grey surface with several gold, 3D-style stars scattered across it. Black streamers or confetti are also scattered, creating a celebratory or award-like atmosphere.

Senior Living & Senior Care Reviews: Building Success with Customer Feedback

Presented: July 24, 2020

Welcome to Our Webinar



This presentation will be shared within a few business days.

Please ask questions – we'll have Q&A at the end.

2020



Caring.com: #1 for Reviews of Senior Services

Founded in 2007, with a Social Mission

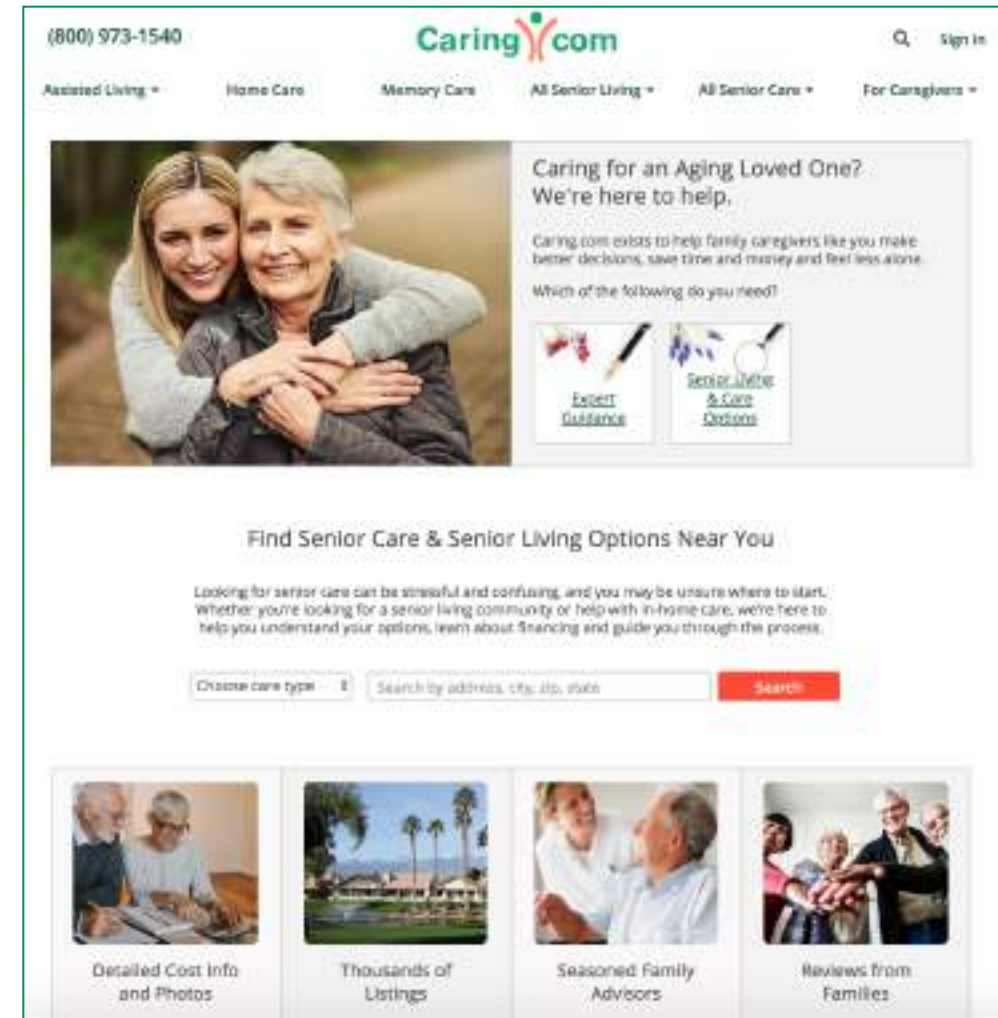
Among 1st to host senior living and senior care reviews – reviews from 2008 to now

250,000+ consumer reviews – thousands added monthly, across rating scale & service categories

1st to offer service excellence award based on consumer reviews – Caring Stars (2012 to current)

1st to measure reviews influence in our industry - leading insights about consumers' review use

High-integrity consumer reviews program, managed by senior care experts



The screenshot shows the Caring.com website interface. At the top, there is a phone number (800) 973-1540 and the Caring.com logo. Navigation links include Assisted Living, Home Care, Memory Care, All Senior Living, All Senior Care, and For Caregivers. A search bar and a sign-in link are also present. The main content area features a large image of a young woman hugging an elderly woman. To the right of the image, there is a text block: "Caring for an Aging Loved One? We're here to help. Caring.com exists to help family caregivers like you make better decisions, save time and money and feel less alone. Which of the following do you need?" Below this text are two buttons: "Expert Guidance" and "Senior Living & Care Decisions". Below the main content area, there is a section titled "Find Senior Care & Senior Living Options Near You". This section includes a text block: "Looking for senior care can be stressful and confusing, and you may be unsure where to start. Whether you're looking for a senior living community or help with in-home care, we're here to help you understand your options, learn about financing and guide you through the process." Below this text is a search bar with a dropdown menu for "Choose care type", a text input field for "Search by address, city, zip, state", and a red "Search" button. At the bottom of the page, there are four featured cards: "Detailed Cost Info and Photos", "Thousands of Listings", "Seasoned Family Advisors", and "Reviews from Families".

2020



Today's Presenter: Denise Graab

- Joined Caring in September 2010
 - 25+ years in communications and marketing
- Director of Industry Marketing
 - Prior: Director of Social Community
- Extensive Experience with Online Reviews
 - One of the original leaders in Caring's program; have helped manage for nearly 10 years
 - Caring Stars award creator / manager
 - Previously curated K-12 school reviews program



DENISE GRAAB



What We'll Cover Today



- How Customer Reviews Lead to Business Success
- How to Get More Reviews and Be a Caring Star
- How to Respond to Reviews
- Countdown to Caring Stars 2021
- Q&A and Key Takeaways
- *Looking Ahead: Virtual Tours & Reviews*





How Customer Reviews Lead to Business Success



Reviews Easily Found in Online Search

Location: Rochester, NY Independent Living Any Cost

15 Independent Living Communities near Rochester, NY



Fleming Point

720 Latta Rd, Rochester, NY 14612
★★★★★ 29 reviews 6.5 miles

Get Pricing

See Details



2017, 2018, 2020



The Gables of Brighton

2001 Clifton Avenue South, Rochester, NY 14612
★★★★☆ 19 reviews 2.9 miles

Get Pricing

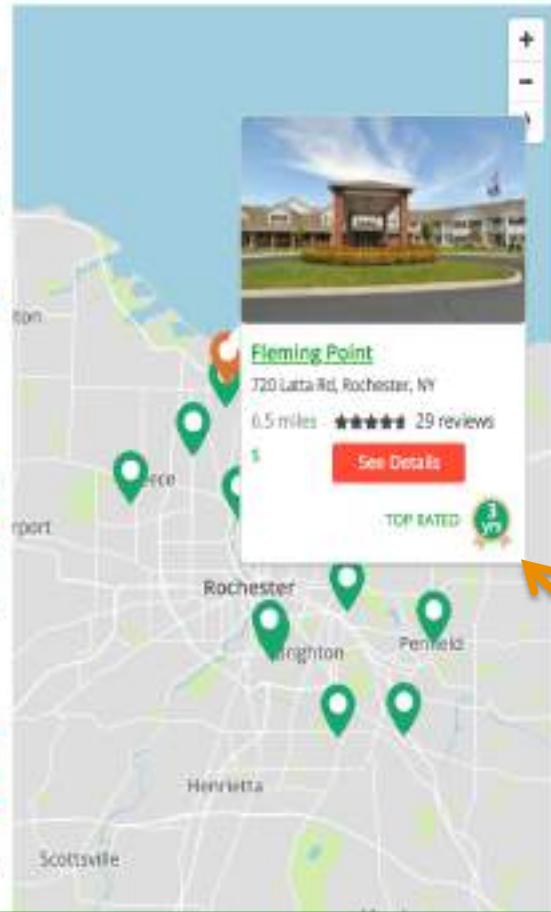
See Details

The Village at Unity

1471 Long Pond Road, Rochester, NY 14612
★★★★☆ 18 reviews 5.4 miles

Get Pricing

See Details



Fleming Point Rochester NY



Fleming Point

Website

Directions

Save

4.3 ★★★★★ 31 Google reviews

Retirement community in Monroe County, New York

Address: 720 Latta Rd, Rochester, NY 14612

Hours: Open - Closes 7:30PM

Phone: (585) 454-8176

Suggest an edit · Own this business?

Questions & answers

See all questions (1)

Ask a question

Reviews from the web

Caring.com

4.7/5

29 reviews

FamilyAssets

4.5/5

64 votes

Aging Care

4.7/5

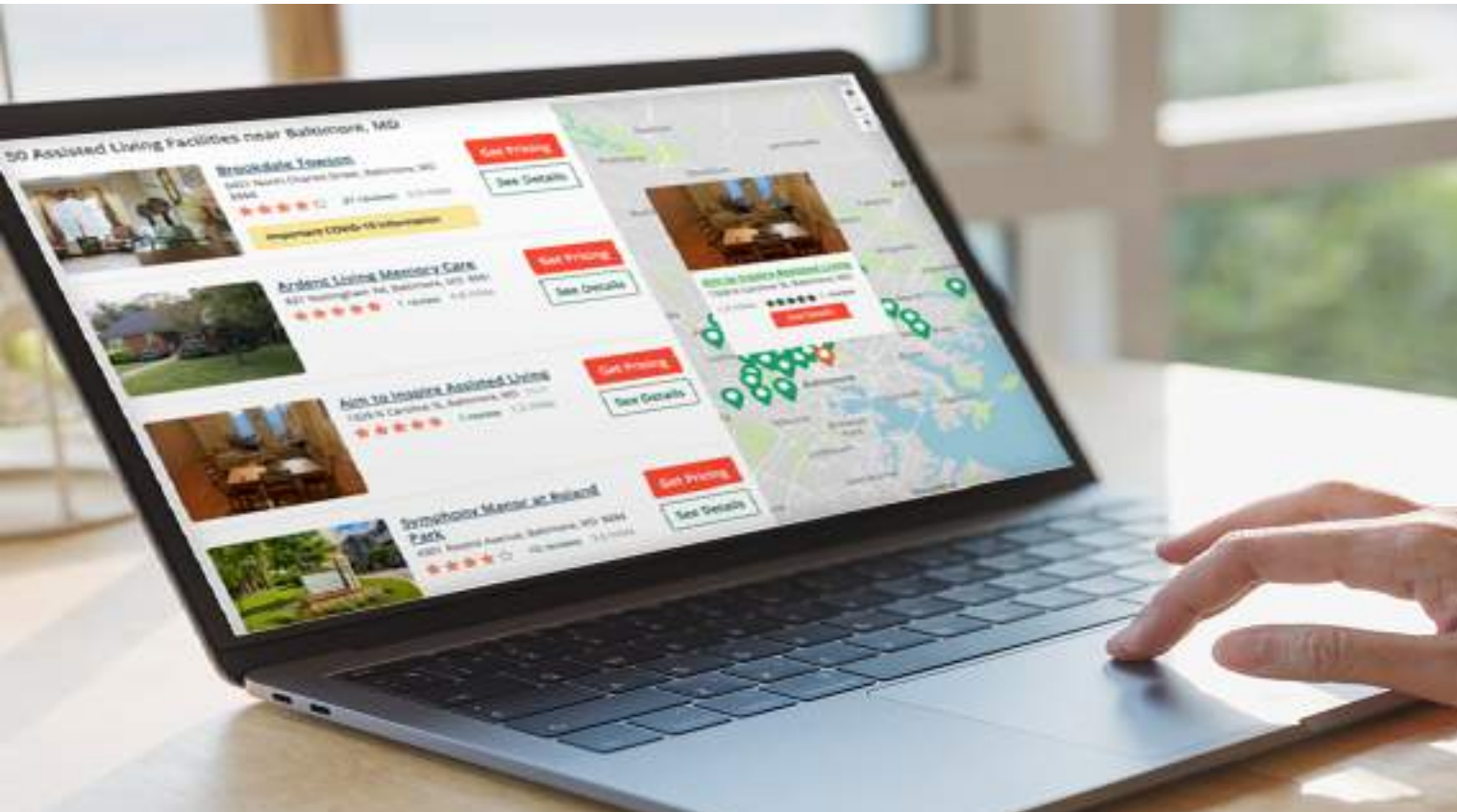
11 reviews



2020



Reviews Influence Search and Sales

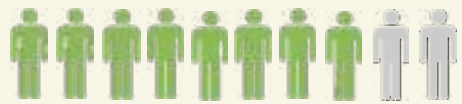


Among U.S. adults age 55+

71% Read online reviews of local businesses

52% Won't use a business that has fewer than 4 stars

Read an average of **7 reviews** before they can trust the business



8 in 10 trust online reviews as much as personal recommendations

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Senior Living Reviews Impact: A Case Study

Number of Reviews Boosts Performance

Senior living listings with **15 or more reviews** outperform listings with 1-2 reviews, averaging:

5X more leads!

7X more tours!

8X more move-ins!

# of reviews	Leads/Listing	Tours/Listing	Move-Ins/Listing
1-2	70	7.7	.9
3-5	136	15	2
6-9	197	22	3
10-15	327	37	5
15+	399	51	7



Reviews Lead to Caring Stars Award



Recognizes excellence based on consumer reviews

- **1st of its kind** in the senior living industry; high bar to qualify
- Generates **positive buzz** in media coverage and on social networks; supports sales, recruiting and retention
- Announced in November/December: **celebrated year-round**

**Caring Stars Winners Average
Twice as Many Inquiries & Move-Ins!**



Caring Stars Supports Marketing

Best Senior Care in
Indiana



2018, 2019, 2020

Home Instead Senior Care -
Indianapolis North

[Read Our Reviews](#)

Free Marketing Materials that Winners Get:

- Award badge – online and high resolution
- Website widget
- Winner certificate
- Press release template for local PR
- Social media promotional image (“meme”)
- Call-out in directory search and featured content

Winners celebrate via events, banners, brochures, and more!



Recognized Among Best in the Nation



Congratulations Caring Stars of 2020

SENIOR LIVING

149 communities in 36 states

#1 in nation: Pacifica Senior Living

HOME CARE

446 agencies in 46 states

#1 in nation: Right at Home



Featured on:

Senior Living Foresight

McKnights Senior Living

Local newspapers

Facebook, LinkedIn

And more!

2020





How to Get More Reviews

Be a Caring Star of 2021!



Quick Poll

Who At Your Organization is Asking Your Customers for Online Reviews?



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Build a Culture that Seeks Online Feedback



Engage and excite staff throughout organization

- Leaders can reinforce reviews as priority
- Property/peer competitions
- Employee 'shout-outs' for great reviews
- Circulate reviews tips/best practices

Build ask into standard operating procedures

- Use welcome packet and 'honeymoon period'

Be ready to seize complimentary opportunities

- Have 'elevator pitch', 'review us' email, handouts

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Boost Online Reviews Rapidly

Five Steps to Five Stars:

1. Identify **happy customers** with email addresses
2. Send **outreach** with review submission link
3. Ask seniors and families to **help others 'like them'** and raise awareness about high quality service
4. Add "**Review Us on Caring**" to website/email
5. In social media: **share positive reviews**



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Sample Review Ask

Hi Mary,

Thank you for your kind words about our care of your mom! We're thrilled to hear we're meeting and exceeding your expectations.

To help other families and seniors with similar needs, would you share what you love about our services in an online review? Customer feedback like yours can make a meaningful difference for others researching their options.

It takes only a few minutes to submit a review of us here: **INSERT LINK**

Thank you for considering it, and do let us know if there's more we can do to support you and your mom.

Much appreciated,
Cindy



On Caring: Fast, Easy Way to Get Reviews

caring.com/senior-living/missouri/st-louis/orchid-terrace-63128#newreview

Orchid Terrace

Offers Independent Living

★★★★★ 24 Reviews

4474 Butler Hill Rd, St. Louis, MO 63128
(800) 385-2527

SUMMARY • REVIEWS • COSTS • PHOTOS • AMENITIES • DESCRIPTION • MAP



View Photos



Get cost information

Contact for Costs



Find out availability

Schedule a Tour



Ask about payment options

Get Options

Reviews of Orchid Terrace

24 Reviews



Write a review

Food: ★★★★★ (3 Reviews)

Staff: ★★★★★ (6 Reviews)

Facility: ★★★★★ (6 Reviews)

Activities: ★★★★★ (3 Reviews)



2017, 2018, 2020

Caring.com Step 1 of 2

Start your review of Orchid Terrace

How would you rate this community?

CLICK TO RATE

★★★★★ [Click to rate](#)

E-mail address:

Already a member? [Sign in](#)

Choose a screen name:

This is the name that is displayed with your review

What's your relationship with this community?

Learn More Details

Next

Online Submissions:
Post Within 3 Business Days

Who Can Add Consumer Reviews:

- Cognitively-Healthy **Seniors**
- **Seniors' Families and Friends** with Firsthand Experiences

NOT ACCEPTED FROM:

Employees, Vendors, Competitors, Referral Partners, Friend of Owner

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For Caring Partners: Reviews-by-Phone



If email outreach isn't a fit for some of your potential reviewers:
Caring Will Do Outreach to Collect Reviews on a Recorded Line



What You Can Do:

- Identify happy customers willing to share their name and phone number with Caring.com to give a review
- Send that opt-in list of names & unique phone numbers to reviews@caring.com
- Receive New Review Alerts when reviews published



Home Care Pulse: Phone Reviews



Integrated with Caring since January 2017

Home care agencies use Home Care Pulse to:

- Request and acquire client reviews for their Caring.com listings
- Display “Trusted Provider” badge
- Display “Best of Home Care” awards

2020



For Caring Partners: Reviews-by-Postcard



The image shows a screenshot of the Caring.com review form. At the top, it says 'Please fill out this form to post a review on Caring.com, the #1 source of senior care reviews, information, and support.' The form includes fields for 'Community Name', 'Community City & State', and 'Your Phone or E-mail'. Below these is a section 'Are you as:' with checkboxes for 'Current resident', 'Former resident', 'Family/friend of current or former resident', 'Visitor', and 'Other'. A note says 'Employees may not post reviews.' The main section is 'Your Review' with a numbered list: 1. Describe the quality of the services you received: Guidelines: http://www.caring.com/about/review_guidelines.html. 2. Rate this provider - Circle # of stars: (not good) (great). 3. Name to show with review.

Important Note:
Caring's San Mateo office closed –
Discard all such postcards

Use Sparingly:

Least Effective, Slowest, Most Error-Prone Method

What You Can Do:

- Email **reviews@caring.com** to request small quantity
- Optimize success via Caring's tip sheet in postcard packet
 - **Write community's name and location at top of postcards**
- Give to potential reviewers not matched to other methods
 - Remind potential reviewers: **need to include their phone or email**
- Consumer should mail to Caring – postcards are self-addressed and postage paid





How to Respond to Reviews

Don't Miss: Negative 1-Star and 2-Star Reviews!



Review Response Influences Prospects

97%

Are reading review responses – 71% say the responses can influence whether or not they choose a local business

Source: BrightLocal Local Consumer Review Survey 2019

On Caring:

34%

Said review response: *“Lets me know the business cares”*

Source: Caregiver Journey Survey 2017

Tip: You Must Respond to 1-Star and 2-Star Reviews to Qualify for Caring Stars



Respond to Boost Ratings



2020

12%

more reviews for businesses that respond to reviews

33%

of businesses increase overall rating by half a star or more within 6 months of first response

Source: Harvard Business Review study of hotel reviews, February 2018



Determine Best Course of Action

Does the review have fact-based errors?



YES > Contact review site to request removal.

NO > Publish response.

Does the review violate the site's guidelines?



YES > Contact review site for review removal.

NO > Publish response.

Is the review positive and/or reinforcing your marketing messages?



YES > Thank the reviewer, promote the review.

NO > Publish response, or contest review for fact errors / guidelines issue(s).



Negative Reviews: Tips for Responding



Influence Prospects

- **Be gracious** and grateful for feedback
 - Have empathy
 - Demonstrate professionalism
 - Avoid debate
 - Consider acknowledging mistake or mentioning corrective action
- Don't reveal private info
- Avoid same template for every review
- **Get more positive reviews**

Thank you for taking the time to visit and provide feedback. We are committed to continuous quality service and care and will share your feedback with our management team.

Thank you for your review and we are deeply sorry for your loss. We apologize for your experience and the wait you have had with receiving your refund. We are also taking this time to review our processes so this does not happen to other families in the future. If there is anything else we can do, please call the community and ask for the executive director.

Thank you for taking the time to leave your thoughts. We take all feedback seriously and always welcome constructive criticism to inform us on how we can provide better service. We regret that your experience did not match up to the standards we consistently provide to our clients and their families. Thank you again for taking the time to share your comment.



Positive Reviews: Tips for Responding



Build More Goodwill

- **Be grateful** – thank the reviewer
- **Be conversational**
 - Include reviewer's screen name
- Provide info to **reinforce the compliments**
 - Avoid being shamelessly promotional
- **Promote the review(s)**

Thank you so much, Rosemary. It is our honor to care for William, and have so enjoyed getting to know both of you. Your endorsement is validation that we are providing the care we strive to have for all of our clients. Be well.

Thanks for your kind feedback, Pamela! I'm happy that you are satisfied with his care at Heartsong. We do have some residents who do not enjoy participating in activities, and prefer to watch TV. Having the TV parlors at least has them out of their rooms to maximize socialization. And even residents who prefer to stay in bed are up and out at least 3 times a day to meals in the dining room, and most are out of their rooms more than that. There's that core group of course, that attend every activity and love to get competitive with games, etc. It's a diverse group, right? Be sure to contact me or the Director of Resident Care if you have any concerns at any time.



How to Respond to Reviews on Caring

Are You a Referral or Advertising Partner?



Use the **New Review Alert** sent via email instantly after review is published on listing

Convenient, automated “Take Action Now” links to request removal or publish public response

Handled in highest priority, fastest-processing queue

Not in Caring’s Partner Network?

Lost New Review Alert?

Responding to Old Reviews?



Email **reviews@caring.com** to request removal or publish public response



Another Option: Respond via Reputation.com



reputation.com®

Integrated with Caring since July 2019

Reputation.com's customers can use their software to:

- Monitor reviews on Caring listings
- Publish review responses delivered to Caring's **rapid-processing queue**
- Request customer reviews for Caring listings (share link to form)



Countdown to Caring Stars 2021

It's Time to Get Great Reviews & Respond to Negative Reviews



What You Should Do:

- Get a total of **at least 10 great consumer reviews** on your Caring.com listing by **October 15, 2020**
 - Make sure your Caring.com listing has **at least 3 new reviews published since 10/15/19** – with at least **one that is a 5-star review**
 - Aim for an **overall average rating of 4.5 stars** or higher
- Rapidly **respond to all 1-star or 2-star negative reviews** by 10/15/20
 - **Home Care Pulse agencies:** Monitor closely through November 5th

2020



Q & A



Key Takeaways



Reviews are highly influential in consumers' search and can help your business meet and exceed its sales goals!



You need to actively seek out positive reviews from your happy customers — build this into your company culture.



Responding to reviews can boost your ratings, drive more reviews, and help you qualify for Caring Stars.



The deadline to qualify for Caring Stars 2021 is October 15, 2020 — Get and respond to reviews now!

2020



Looking Ahead: Virtual Tours & Reviews



**How Well Does Your
Virtual Tour Represent
Your Community?**

**Are You Seeing Virtual
Tour Feedback in
Online Reviews?**

2020



Thank You!

We Welcome Your Feedback and Suggestions

			
(650) 762-8190	reviews@caring.com	company/caring-com	@SrCareReviews

More Resources on Our Industry Blog:

<http://partners.caring.com>

