

Customer Service In An All Inclusive World...

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How Many Of You Have Been On a Cruise?

To an All Inclusive Resort?

51% of people over the age of 50 have taken a cruise.

There are 50 Cruise Lines and 270 ships to choose from.

There are hundreds of All Inclusive Resorts Geared Towards Those Aged 55 and over.

For over 20 years- travel industry trends have been “all inclusive” because of the convenience to travelers.



What is Your Demographic in Your Facility?

55 is the youngest person on campus

98 is the oldest person on campus

There are 5 people on campus in their 60's

There are 39 people on campus in their 70's

There are 14 people on campus in their 80's

The remaining 34 are in their 90's (9 of them still living in independent living)

Let's take a Minute....

What amenities does your facility offer?

A pool? A spa? A 24 hour restaurant? A buffet? A personal trainer?

OH WAIT...

WE HAVE....

BINGO!!!!!!!!!!!!!!!!!!!!!!



And This....



And Whatever THIS IS...



How Can We Live Up To All Inclusive Expectations????



Theirs...

Ours...



Things Active Seniors Are Doing...



Do You Want This or.....



Things We Are Offering...



Seniors are More Vibrant Than Ever

With the help of modern technology and medicine, people are living longer more fulfilling lives.

The current average life expectancy in the US is 80 years old. (Pandemics aside)

When people are choosing a retirement community or assisted living, they are coming with expectations...



When the Reality is...



Although a setting that is pleasant...will we be able to meet their standards and demands?

What Do YOU Want In a Retirement Community?

Think about the things that you have an expectation of in your retirement. If you were in a senior living center...what would you EXPECT?

What would be non-negotiable in making your decision to live there?

What would be acceptable that you could “do without” in making that decision?

Let's Put Ourselves In Our Residents Shoes...

I have eaten a large egg white and cheese omelet, sourdough toast with butter and apple butter spread, fresh fruit, 2-3 cups of coffee, and an orange juice for breakfast for the last 20 years of my life.

I am now offered a three week rotating menu and have little choice over what I receive for breakfast or any other meal.

On a nutritional level, will I feel that I am receiving what my body needs? Will I feel full with the portion size someone else has dictated is appropriate to serve at each meal? Do I have the autonomy to request different options such as what I have always eaten at certain meals?

Should it matter if I am paying privately or I am under medicaid as a payor source?

Don't I have the right to receive what I want and ask for???

Let's Stop Pretending...



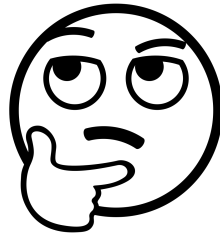
The way we have always done things is not going to continue driving our satisfaction surveys in the manner it did with the Silent Generation. That generation is called silent for a reason. They have always done their best to accept what they have, and show gratitude for it.

The Baby Boomer Generation is a generation of voice, advocacy, and change. They want the all inclusive experience, and for the ones paying out of pocket for it, they expect and demand it.



The Conundrum...

How do we balance the resident experience
and expectations with costs or staffing?



You Simply MUST...

Facilities are dependent on customer satisfaction. Customer satisfaction drives new customer revenue.

Google Reviews, Yelp, and other online ratings are highly relied upon to find a “good facility”. Even if we are serving someone in the Silent Generation, their children are Baby Boomers, and will come to tour your facility with specific questions in mind based on these online ratings.

Grievances can eventually lead to a complaint to DOH, which then leads to a survey, which then also can impact your “5 Star” rating if you are a SNF, or your community reputation if you are an ALF.

It is obviously unrealistic that we can support a 24/7 buffet or restaurant like the cruise ships and resorts can.

However, if someone asks for seconds, or two cups of coffee, or two of the main entrees, why can't we accommodate that?

Why is it so hard to do out of facilities outings and activities? Why aren't we listening to the people in our building about the things they want to do?

Why Does Our Food Have to Look....



Like This....



Why Can't We Have This?



What would a little better presentation do for our residents? What would taking some time to garnish the plate do? What if this were the actual portion size we were serving????

What if...



What Are Your Lowest Scoring Items?

Is Food and Recreation Your Top Two Lowest Satisfaction Survey Results?

Then Why Aren't We Focusing On IT?

The Baby Boomer Generation is Going to Demand IT!

WE NEED TO BE READY!





When you reach a certain age, you no longer care about what people think anymore.



GROWING OLD HAPPENS,
GROWING UP IS OPTIONAL





QUESTIONS?