



Bild & Co
2023 Web and Phone
Mystery Shop Research
Release

January 11, 2024
Seniors Housing Weekly Research Release



2023 Senior Living Website and Phone Mystery Shopping Results

Bild & Co analyzed 250+ senior living community web and phone mystery shops to include independent and assisted living, active adult, memory care, and life plan communities in 2023. This week's research release focuses on site level sales infrastructure and specifically web and phone inquiries, first impressions, needs development, relationship building, sales presentation, and next steps scheduled. This study targets senior living operators in multiple states within in the U.S. Below is the executive summary and key findings.

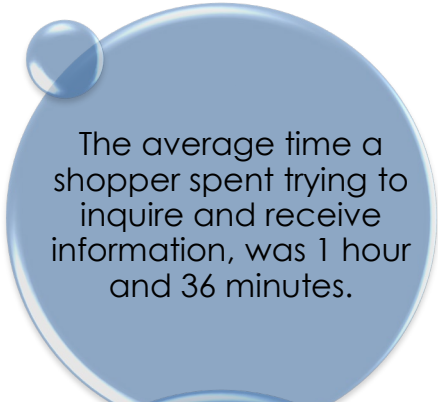
Target: 33 different States - (AR, AZ, CA, CO, FL, IA, IL, IN, KS, KY, LA, MA, MI, MO, MS, NC, MN, NY, OH, OR, PA, IR, SC, TN, TX, VA, WA)

Time Periods Data Analyzed: 1/1/2023 – 12/31/2023

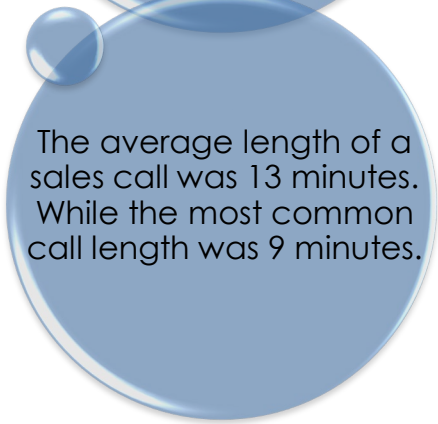
Data Reviewed: Web/Phone and Inquiry Mystery Shopping Results

Below is a summary of the key findings:

- 15% of shoppers never received a return call.
- 53% of web inquiries did not receive a response within 2 hours.
- The average length of a sales call lasted 13 minutes.
- The average shop score for 2023 was 49%
 - The average phone shop score was 52%.
 - The average web shop score was 50%.



The average time a shopper spent trying to inquire and receive information, was 1 hour and 36 minutes.

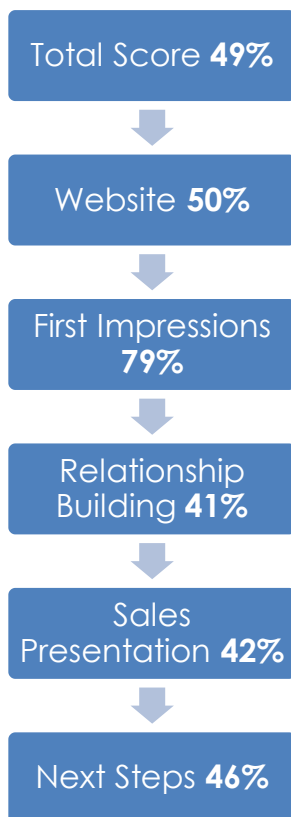


The average length of a sales call was 13 minutes. While the most common call length was 9 minutes.

2023 Senior Living Website and Phone Mystery Shopping Results



Average Senior Living Website and Phone Mystery Shop Scores



Web response time from website to first phone call:

- Out of the 53% of shoppers who did not get a response from the community within 2 hours after inquiring via web, 13% of them never received a response. While 12% received a call or email after 24 hours.

First Impressions:

- 17% of calls were blind transferred to voicemails. 19% of callers were told they would receive a call back the same day.

2023 Senior Living Website and Phone Mystery Shopping Results

Relationship Building:

- Only 28% of the sales associates asked permission to ask questions and explained why.

Sales Presentation:

- 35% of the sales associates did not drill down to determine needs or interests, while only 41% of associates spent time on discovery. The other 29% of sales associates only focused on needs or interests but not both.

- There was a lack of sales presentation, and laundry listing of amenities
- Gave pricing without determining needs or drilling down
- No personalization and lack of information given
- The salesperson asked for a tour without gathering information or providing community information

Most Common feedback regarding sales call:



Next Steps:

- 61% of associates vaguely invited shoppers to tour, using verbiage like, "sometime" or "anytime". 12% attempted to arrange an appointment while 13% did not encourage a visit at all.

Response Times

Website Response Times Results

53% did not receive a response within 2 hours.

32% received a response within 24 hours.

15% did not receive a response at all

2023 Senior Living Website and Phone Mystery Shopping Results



- Overall, once the shopper reached a sales representative, the transfer times were mostly within 1 minute.
 - 59% of calls transferred within 1 minute.

Phone Response Times Results

87% of communities answered within 3 rings or less.


13% more than 3 rings.

- 32% of calls that were not transferred were handled by the receptionist.
- 5% of calls that were not transferred were handled by the sales associate.
- 4% of calls transferred with over 1 minute of wait time.



Experience the BILD difference.

Scan or click here to schedule your complimentary competitive analysis and mystery shop sample.



www.bildandco.com | 1.800.640.0688