



2024
Nights & Weekends
White Paper

June 6, 2024
Senior Living Weekly Data Drips

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2024 Nights and Weekends Study

BILD conducted mystery shops on senior living communities during the evening and weekends. This white paper focuses on the first impressions, need development, relationship building, sales presentation, and next steps scheduled. A case study on 7 senior living communities was conducted to analyze call volume and response time during nights and weekends.

Target: 6 different States - (GA, KS, MO, NE, OH, TX)

Time Periods Data Analyzed: 1/1/2024 – 5/31/2024

Data Reviewed: After Hours and Weekends Mystery Shop Results and a Case Study

Below is a summary of the key findings:

- Between nights and weekends, **31.6% of shoppers had a poor impression** of the senior living community and would not visit it.
- **62.1% of shoppers found the receptionist to have an average level of energy**, while 10.5% of shoppers found the receptionist to have poor energy and seemed distracted and/or rushed.
- During both nights and weekend shops, **63.2%** shoppers either received a voicemail on the first call or the associate who answered the call said that they needed to call back at a later date/time due to the Sales/Marketing team not being available.

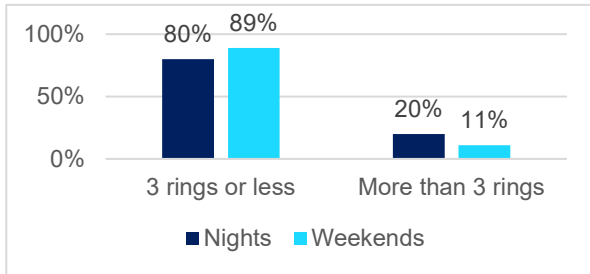
During a case study BILD conducted, 36% of leads came after 5 PM and 19.7% of leads inquired over the weekend.

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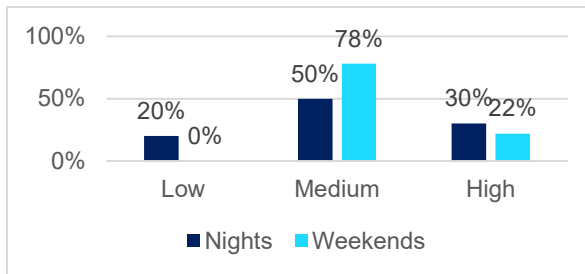
Nights – After 6 PM
Weekends – Sat/Sun

2024 Nights and Weekends Mystery Shops

How long did it take before the phone was answered?



What was the energy level of the receptionist?



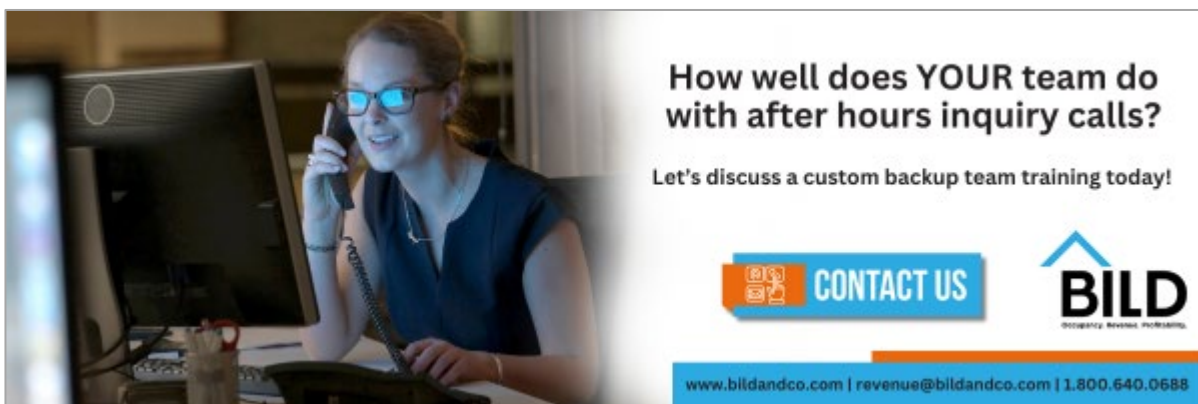
On the weekends, 56% of shoppers were transferred to a sales associate or member of the backup team. 33% of calls were handled by the receptionist and 11% of calls went straight to voicemail. On nights, 33% of callers were transferred to voicemail. While 50% of calls were handled by the receptionist and only 17% of calls were transferred to a sales associate or member of the backup team.

Did the receptionist or back up team member ask permission to ask a few questions and gather contact information?

Response	Nights	Weekends
Yes	20%	33%
No	80%	67%

Did the Associate ask at least 2 questions to understand your needs further?

Response	Nights	Weekends
Yes	30%	11%
Asked only 1 question	10%	56%
No	60%	33%



How well does YOUR team do with after hours inquiry calls?

Let's discuss a custom backup team training today!

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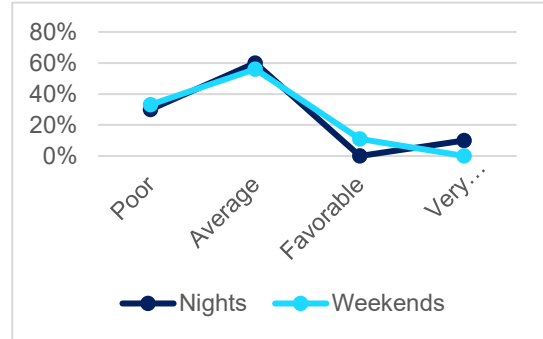
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What was the shopper's overall impression?

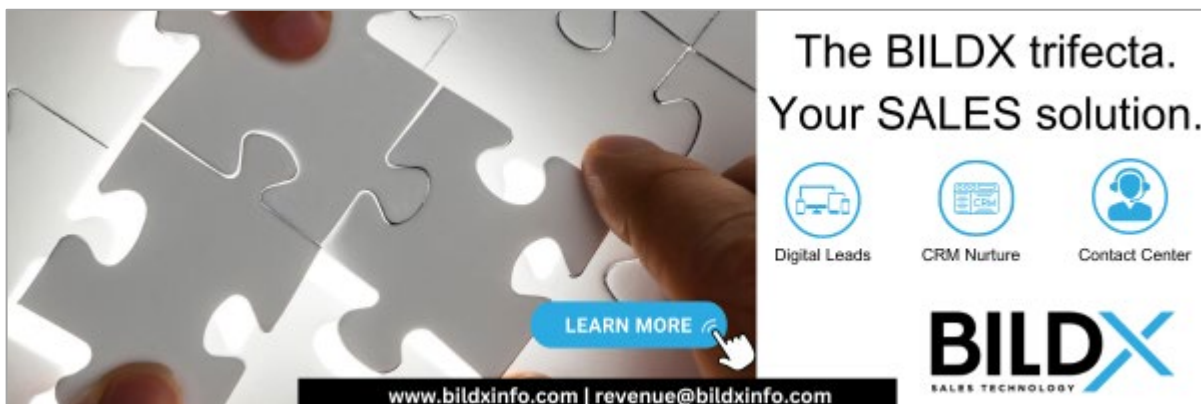
Between both nights and weekends 31.6% of shoppers had a poor impression of the senior living community and would not visit it. While 57.9% of shoppers had an average impression and would probably visit but wouldn't go out of their way.



Lead Source	Lead Count on Weekends					Total Lead Count for Weekend	All Lead Count for Month	All Lead Count During Week	% of Leads that Were Weekend
	3/2-3/3	3/9-3/10	3/16-3/17	3/23-3/24	3/30-3/31				
None	1		3		1	5	26	21	19.23%
Digital	12	9	8	6	4	39	193	154	20.21%
Local		2	1	1	1	0	37	37	0.00%
Paid Partner	7	5	2	10	6	30	119	89	25.21%
Print Media		1				1	2	1	50.00%
Referral		2	1		1	4	32	28	12.50%
Unpaid Partner						0	3	3	0.00%
Totals						79	412	333	19.17%

Case Study on Nights and Weekends Lead Volume:

This case study conducted in March 2024 analyzes the new lead volume for 7 separate communities. The below chart reflects the new lead volume vs. all new leads throughout weekends in March. The pie chart reviews new lead volume specifically at what time of the day in March.



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Weekends that Prospects contacted community:

