



## **CUSTOMER EXPECTATIONS: NEW AND EXISTING**

The Aged Care Sector is becoming increasingly competitive and consumers know what they want.

We have to give up what we think we know and focus on Exceptional Customer Service, Tailored Services, Personalised and Individualised care that maintains the person's identity and Attracting and Retaining customers whilst controlling costs.

Clients are telling us every day that residents and potential residents know that they now have a voice and they are electing with their feet by not choosing certain providers and even switching when they don't get what they want, need or expect.

It is not always about price: consumers are not always driven by price, they are driven by experience. You need to ensure that your team are delivering a genuine and consistent customer experience

Knowing your Customer Experience will be your competitive differentiator if you want to succeed in the 'Age of the Customer'.

The HDR Group Specialises in Residential Aged Care, Community Care, and Retirement Village Living.





## **CUSTOMER EXPECTATIONS: SERVICES:**

### **NEW CUSTOMER MYSTERY SITE VISITS**

A member of our team will visit your site (either scheduled or unscheduled according to your preference) and assess your teams ability to engage with the potential new consumer

### **PHONE INQUIRY MONITORING**

A member of our team will contact your site at random times throughout the week (including weekends) and assess your team's ability to engage with the potential new consumer

### **INQUIRY RESPONSIVENESS**

A member of our team will contact your site through your IT platforms and collect qualitative and quantitative data on responsiveness times at random times throughout the week.

### **POST ARRIVAL CUSTOMER EXPERIENCE**

We will conduct engaging interviews with your chosen number of new arrivals and deliver frank and candid feedback based on their experience

### **CUSTOMER EXPERIENCE INTERVIEWS**

Allow us to interview your residents to learn how they find the customer experience at your site.

### **LOCAL COMPETITOR ANALYSIS**

We will conduct mystery site visits, phone inquiry monitoring and the inquiry responsiveness of the competitors in your area

## **WHY CHOOSE THE HDR GROUP?**

### **OUR TEAM**

Our team is led by Rhonda Withers. Rhonda has over 15 years experience in Residential Aged Care, Retirement Living and Community Care Sectors. She has worked at all levels within the Industry and has in-depth working knowledge and understanding about the immense changing needs of the sector



## **CONTACT**



### **RHONDA WITHERS**

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