

VoiceFriend

Solutions for Senior Living Sales Executives



A proven choice to increase attendance at prospect events and tours of your community

VoiceFriend is the leading automated notification service for senior living sales and marketing executives. It has been called “the most cost-effective initiative” for senior living communities.

Using VoiceFriend, communities can increase prospect attendance at events and tours of their community—all with just a few clicks of the mouse.

- **Increase attendance at events by 6–8 prospects.**
- **Positively impact lead-conversion rates.**
- **Assist prospects with visual and mild cognitive impairment.**
- **Increase family engagement and referrals.**
- **Start seeing results in just 30 minutes.**

Increase prospect attendance at events and tours

Each day, your team spends hours attempting to remind prospects and professionals of events at your community. This task is time-consuming and not always successful. VoiceFriend enables communities to schedule and send one-time and recurring alerts and reminders using the phone, text messaging and email. In minutes, an individual, a small group or an entire prospect list is informed through each one's communication preference.

Quick to learn, easy to use

VoiceFriend's automated alerts and notifications solution was developed for ease of use. With just 30 minutes of training, communities can begin to benefit from the VoiceFriend solution. A step-by-step guide walks the user through the setup and sending of messages—including invitations with RSVPs.

An important feature for prospects with visual and mild cognitive impairment

Residents can easily listen to their daily schedules, meal specials and care plan reminders simply by saying, **"Alexa, ask VoiceFriend."** And because Alexa makes only the latest, most relevant announcements, you'll reduce the risk of confusion.

Place Amazon Alexa-enabled devices in your common areas to make a positive impression on prospects and families during community tours—including prospects with visual or mild cognitive impairments.

"We use VoiceFriend in our marketing to new prospects. VoiceFriend is our most cost-effective marketing initiative. VoiceFriend is directly responsible for 4–6 new residents per year."

—Vincent Librandi, Executive Director, Jewish Healthcare Center

VoiceFriend's impact at communities

Results from senior living sales executives:

- Lead conversion rates improve, resulting in an additional 4–6 new residents per year.
- Satisfaction survey results increase by 20%.

Sample VoiceFriend Customers



To learn more or schedule a demo:
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or visit www.voicefriend.net

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