

CASE STUDY

Juniper connects with more prospective residents by improving the caller experience



Boosted
inbound opportunities



10%
Improvement in agent performance within 60 days



SENIOR
LIVING

MARCHEX
SPEECH
ANALYTICS

IMPROVE
INBOUND
CALL HANDLING

HEADQUARTERS
Bloomfield, NJ

FOUNDED
1988

WEBSITE
www.junipercommunities.com

Based in Bloomfield, New Jersey, Juniper Communities provides residential options for seniors ranging from independent senior living to assisted living, including secure memory care, skilled long-term care, and more. Juniper owns and operates communities in three states, Colorado, New Jersey, and Pennsylvania. Juniper's mission is to support each resident in living life to its fullest in each of its communities.

Challenge

Juniper became aware of Marchex in May 2019 when the company assumed operations of a community already using Marchex Speech Analytics. They were so impressed with the efficacy of the system, they transitioned all 17 Juniper Communities to Marchex Speech Analytics in August 2019. Quickly following the implementation, Marchex helped Juniper identify customer service gaps that resulted from a considerable number of dropped calls during specific times.

“We discovered that many team members responsible for our first impressions had multiple, and sometimes conflicting, responsibilities, resulting in missed customer contact.”

Cindy Longfellow
VP OF SALES & MARKETING
Juniper Senior Living

“The people at Marchex are incredibly responsive! Their culture of customer service and partnership approach is creating great results for us!”

Cindy Longfellow
VP OF SALES & MARKETING
Juniper Senior Living



Solution

Like any business challenge, the first step to making improvements is to become aware there's an issue. Once Juniper realized that resource constraints were impacting its business, the company took two approaches to improve the callers' experience and also the outcomes of these calls: Augmented its staff during peak call volume times or changed staff responsibilities to focus solely on call answering.

The next step was to review the phone conversations Juniper employees were having with potential residents. The company implemented the Marchex agent scripting tracking tool to evaluate the caller experience and create consistent expectations and outcomes for employees.

A key feature of Marchex Speech Analytics, the agent script tracking tool allows businesses to evaluate phone scripts against a “report card” that can be customized to a company's culture, customer expectations, and outcomes. The Artificial Intelligence technology essentially scores the conversation, which reflects how well a team member adhered to key components of the script. These results are included on the Agent Script Tracking dashboard where the data can be filtered and viewed as needed. For instance, the business may want to compare scores across its locations or review a specific conversation for deeper insights.

Results

Within 60 days of implementing the Marchex agent script tracking tool, Juniper's “first impressions” team scores improved 10 percent.

Like many companies, Juniper was initially surprised to learn that one of its main sources of new business – phone calls – were being missed due to its operational setup. With a few changes in staffing, the company quickly improved its successful call connection rate and boosted its inbound opportunities just by answering more of its phone calls.

To further improve call-handling, the company used the Marchex Speech Analytics agent script tracking tool to better understand the conversations its employees were having with potential residents and provided coaching to improve the caller experience.

With these adjustments, Juniper has boosted inbound opportunities, helped its employees improve call handling, and provided a better experience for the caller.

Says Longfellow, “We use Marchex's analytics and tracking tools during team meetings to train and coach staff. These tools have been very effective for us in driving improvement. We anticipate seeing continued improvement in results over time.”