

EVERY CONNECTION COUNTS.



Customer Service Experts
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SUCCESS
STUDY

GINGER COVE

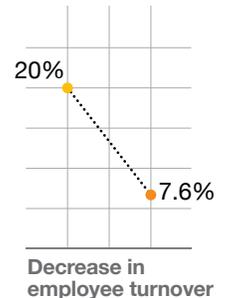
Ginger Cove is a continuing care retirement community that caters to a lifestyle of wellness and continued personal growth. As proven by its long waiting list, Ginger Cove has a stellar reputation for providing top-notch accommodations, amenities and care to its residents.

The community is home to 365 residents and employs 9 managers and 275 staffers.

Fast Stat.

62.0%

Decrease in employee turnover at Ginger Cove Continuing Care Retirement Community after CSE's engagement. (Down from 20% to 7.6%)



What's the problem?

Ginger Cove was experiencing increased competition in the CCRC (Continuing Care Retirement Community) industry. To differentiate its community, Ginger Cove's leaders drafted a strategic plan to highlight its superior customer service.

Ginger Cove soon discovered they would have to improve their employee experience significantly to deliver on this promise. With the use of employee and resident satisfaction surveys, CSE identified the need for improved workplace communication and a consistent culture of service.

CSE's solution

The results of both surveys showed a clear correlation between employee perception and customer satisfaction. More importantly, the surveys illustrated glaring disparities in perceptions among employees.

Our next step was to issue a DiSC workplace analysis to each member of Ginger Cove's leadership team. These DiSC assessments and accompanying workshops helped to identify the team's various personality traits and management styles. Once we had this information, we were able to guide Ginger Cove toward a much needed, unifying service culture; getting everyone to speak the same language.

To get the good-will ball rolling, we helped Ginger Cove implement a monthly employee recognition program. To help sustain and continuously improve this new culture, we implemented a corporate communications program.

The Result...

Our partnership with Ginger Cove resulted in an incredible boost to employee satisfaction and workplace quality of life. Manager's self awareness and implementation of their developmental strategies resulted in:

- More effective manager/staff relationships
- More respectful, collaborative workplace
- Greater efficiency through faster response times to resident needs

Finally, residents logged far fewer complaints, and according to the HR department, so did employees! Employee turnover decreased 62% from 20% (WOW) to 7.6%.

We helped Ginger Cove keep its promise of providing superior service to customers by starting from within.



CSE

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