

# Aged care

## Marketing, Communications and Customer Service Specialists



Market Savvy works with retirement villages and residential aged care facilities across Australia to build strong, ethical brands, communicate your offering and build customer experience programs that attract the right people to your facilities.

### Our services include:

- Market research
- Facilitated marketing workshops with boards, management and teams
- Marketing campaign management
- Training and learning management systems

### Current project:

We are currently working with the Victorian Government to roll-out customer service training across all public residential aged care facilities.

The aim of the training is to:

- ✓ Map the consumer's journey in aged care
- ✓ Increase empathy, customer service and stakeholder satisfaction
- ✓ Reduce stress and anxiety
- ✓ Positively position public sector aged care
- ✓ Increase occupancy levels



**We have also written a comprehensive guide for potential residents and their families.**

### More information

For more information, please contact Megan Walker from Market Savvy 0417 602 390 or email [megan@marketsavvy.com.au](mailto:megan@marketsavvy.com.au).

[www.marketsavvy.com.au/aged-care](http://www.marketsavvy.com.au/aged-care)

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