

# 5 Overlooked Services That Damage Senior Living Brands

## Why They Matter & What You Can Do

Senior Living leadership works hard to deliver an authentic brand experience that brings their vision to life.

However, many areas of brand experience are outside of core aging services offerings and competencies. For many, facilities services are a prime example. When you think of aging services, housekeeping, laundry, plant operations maintenance, transportation and security aren't the first things that come to mind, yet the safety, reliability, cleanliness and presentation of your community and grounds have a profound and lasting impact on your residents and their families and guests. Let's take a closer look at five often overlooked services that can damage a senior living brand, and what can be done to prevent or correct problems.

### Brand & Reputation at Risk

In the early days of the COVID-19 pandemic, senior living communities were ground zero as a vicious virus targeted an at-risk and precious population. Since then, cleanliness and sanitation, maintenance of air handling and filtration equipment, security, and even safe and reliable transportation have taken on added significance. Today, the quality and consistent execution of these services is more important than ever, but the tight labor market has made simply finding qualified employees a challenge, while escalating costs are straining budgets and finances.

This leaves senior living leadership with some stark choices:

- Reducing services and deferring maintenance in the short-term will often increase costs in the long-term
- A decline in the quality and consistency of services threatens resident satisfaction scores, increases complaints, and tarnishes reputations
- Increased use of temporary workers may address immediate needs but increases costs while decreasing accountability and threatening team cohesion

### Limited Options?

In the past, you may have been restricted to addressing service challenges by adding staff, bringing in a management consultant, or hiring a local contractor. All these solutions come with additional expense and add to your management burden.



You may have considered an integrated facilities management company, but were concerned that these global, diversified, mega-corporations were too big and impersonal to take your account seriously. You might lose control of your brand, or valued personnel. Maybe you tried such an arrangement and find yourself in that position now!

### The Good News

The good news is that you have options and opportunities to cost-effectively maintain and improve services such as,

- Housekeeping
- Laundry
- Plant operations maintenance
- Transportation
- Security
- Groundskeeping

New technologies, more localized supply chains and a renewed emphasis on customization and tailored solutions have made companies like XENDELLA more relevant and desirable than ever before.

**XENDELLA** is headquartered in the United States. A member of the NEXDINE Hospitality family of companies, XENDELLA has the infrastructure, scale, and leverage to boost operational efficiency, reduce costs, and maintain consistently high-quality operating standards. And yet, you will find our people – from our groundskeepers to our CEO – accessible, responsive, and passionate about ensuring that your satisfaction is our top priority.

## Integrated Services

Because we combine multiple services under a single offering, your management burden is reduced, along with your costs and the risk to your brand and reputation from service disruptions or quality considerations. XENDELLA's services may also be integrated with NEXDINE dining management, CORFINITY fitness center management and integrated wellness programs, and STREATS pop-up experiences to provide a consolidated services solution that further reduces your management burden while delivering operational synergies, cost control and risk management.

## XENDELLA's People & Culture

At XENDELLA – as across the entire NEXDINE Hospitality family of companies – it all starts with our people. Our Co-founder and CEO, David Lanci, often says, "I firmly believe that our people are the most important asset we have. We know that if we take care of our people, they will take care of our customers."

Facilities services and hospitality professionals know that when they work for XENDELLA, they will be supported with the cutting-edge systems, the organization, the training, and the resources they need to be their best and to follow their professional aspirations. When you partner with XENDELLA, you are working with top industry talent that is professionally trained and certified, passionate about their work, stable in their commitment, and allowed to be their best every day – for you.

"Our trained and certified professionals provide a safe, welcoming and comfortable environment for residents, families, and guests," says Steve Egbert, SVP of XENDELLA. "And we are equally diligent in ensuring a safe and reliable working environment for employees and colleagues."

## XENDELLA Solves Your Challenges

The current economic environment is magnifying many common facilities management challenges, including:

- Quality of service that is not meeting expectations
- Lapses in regulatory compliance
- Trouble attracting and retaining qualified staff
- Lack of integrated, real-time communication and technology

If you are experiencing these challenges, or your current provider is not delivering a brand experience that matches your vision, it is time to take a closer look at XENDELLA. Our exceptional service, cloud-based technology, and responsive management delivers the Facilities Management experience you've been looking for.

For more information,  
**Contact XENDELLA Today.**  
**xendella.com**

"We choose to partner with XENDELLA Facilities Management for Housekeeping and Laundry services. Their expertise, knowledge and culture was exactly what we were looking for to enhance our community for our residents.

XENDELLA is committed to customizing their programs to support and promote our brand. I love their transparency and authentic style as a partner. The transition process was seamless and the communication to our residents was fluent.

I highly recommend XENDELLA for your senior living community's facility needs." - Gary Blair, Superintendent, Texas Masonic Retirement Community, Arlington, TX



## Switching to XENDELLA is Easy!

If you currently maintain your own laundry and housekeeping staff, we will work with you to transition your team to our payroll. The transformation as these individuals are given access to our training, resources, technology, and opportunities for growth and advancement will amaze you. At the same time, our management team will assess your operations and make recommendations that will improve efficiency, increase quality and control costs, while providing you with detailed, real-time insight into operational, financial, and resident satisfaction metrics. The transition is seamless, and your residents will love the increased quality and consistency of service. We stand behind our commitments by implementing pay-for-performance plans where 100% of our fees are tied to mutually agreed key performance indicators!