

**CLC**  
**MOBILE APP  
PROGRAM**



align.  
connect.  
engage.



**Connected Living**  
EVERY DAY MATTERS

# WELCOME TO THE COMMUNITY

Welcome to the Connected Living Community (CLC) Mobile App Program. This program complements your A.C.E. EXPERIENCE PLAN. It is focused specifically on supporting your community's adoption of the Mobile App.



## ALIGN.

### Values & Operations

- Account Service & Corp. Champs
- Branding, Design & Marketing
- Success Metrics & Goals
- Employee Training



## CONNECT.

### Content & Communication

- Hardware
- Family Marketing
- Identify Resident Champs
- Accelerate Employee Engagement



## ENGAGE.

### Joy & Connection

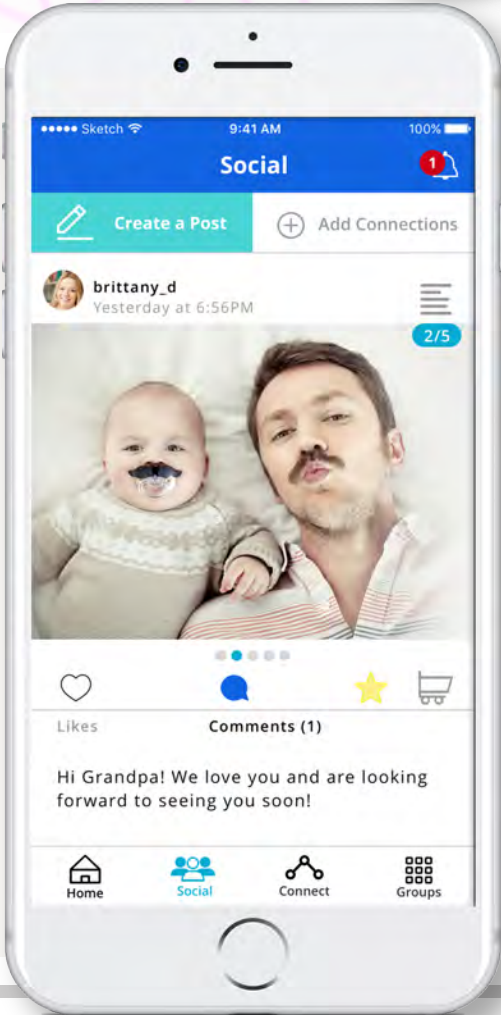
- Proactive communication with everyone anywhere
- Ongoing resident & family engagement
- Launch celebrations
- PR

Gain confidence in your ability to help your community team, residents & their family members engage with the CLC Mobile App.

THERE ARE MANY BENEFITS TO CONNECTION!



- Community team enters all information in the eCMS, and it automatically flows to the app!
- Community instantly informs all constituents of updates and critical information
- Community engages prospects through the app, to support the relationship-oriented sales process
- Residents connect with family members and friends so they can effortlessly engage
- Residents conveniently access all community information, including events (& RSVP), menu, alerts, etc.
- Residents can RSVP for programs and events, essentially creating a personalized daily itinerary
- Families record important stories and mile stones through the visual Time Capsule feature
- Families don't have to call the front desk to know what's happening in the community



# CORPORATE & COMMUNITY STAFF

## Download the App and Log In

- Go to your device specific app store & download **Connected Living Community**  
*go directly to the app store (Google or Apple) from any mobile device.*

- Log In using your provided Connected Living Username and Password

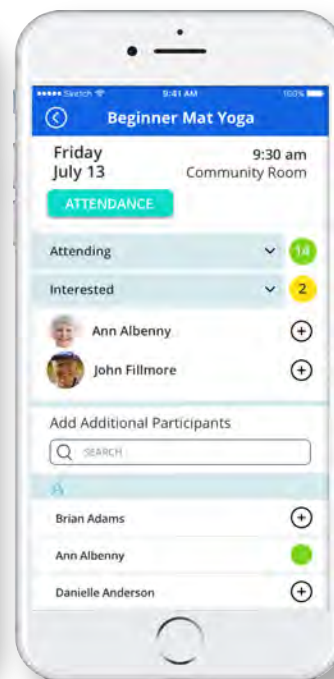
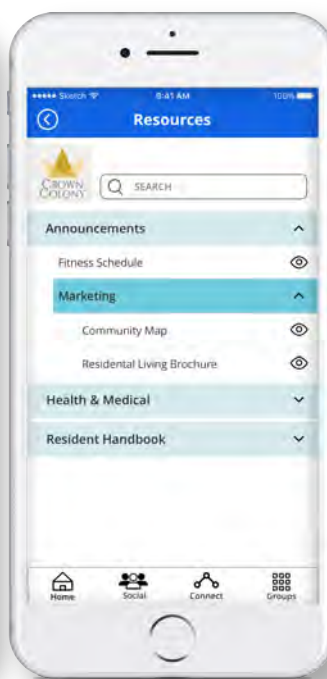
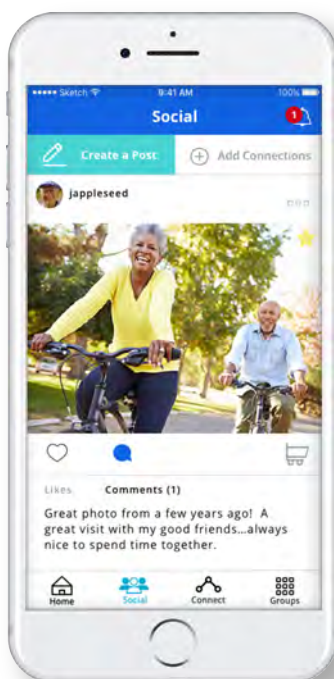
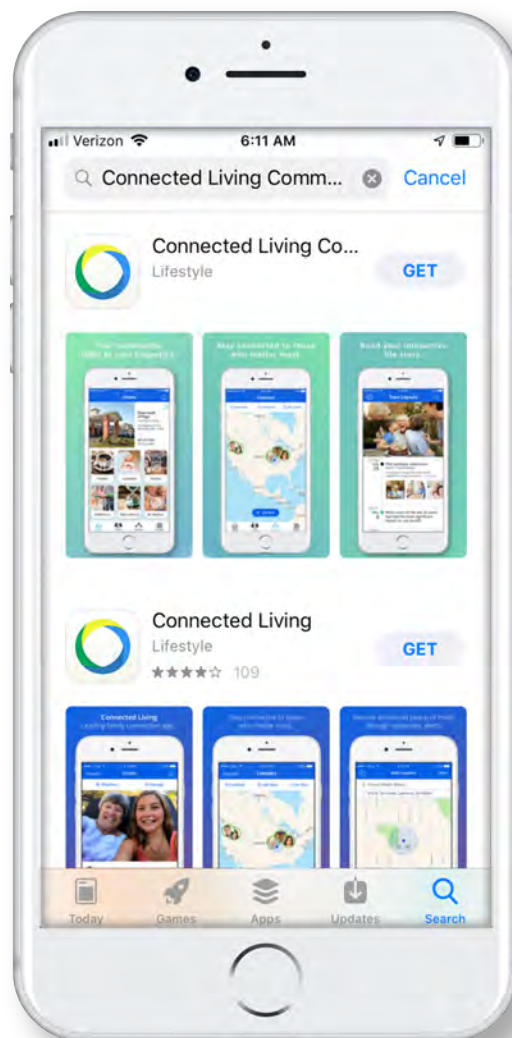
NOTE: Guests and prospects to the community are to be provided a **COMMUNITY CODE** to log in.

## Training - 101

- Complete CL Mobile App Basic training
- Navigate home page
- Navigate features/buttons
- Familiarize how the content “connects” from the eCMS to the mobile app
- Navigate the social platform
- Create contacts, circles

## Training - Advanced (Department Heads)

- Groups functionality
- Push notifications
- Demo time capsule
- My community features
- Community resources
- RSVP & Attendance tracking
- Resident directory
- Staff directory



# CONNECT

Connect residents, employees, and family members with your clear communication through state-of-the-art technology. Initiate marketing to welcome families and residents to connect through the mobile app.

## CONNECT RESIDENT CHAMPIONS FIRST

It's crucial to connect Resident Champions with the CLC mobile app. Ensure they have downloaded the app and added relevant codes.

- Refer to ACE Guide for ideas on how to connect resident champions to the CLC mobile app.

## CONNECT FAMILIES & FRIENDS

Leverage the Mobile App flyer that provides download instructions. If your company is participating in a contest to get families connected, CL provides # app sign-ups after each campaign, to help your community reach your connection goal!

## FAMILY "CONNECT" CAMPAIGN

CL will provide metrics regarding mobile app adoption.

- 1) **Campaign 1:** Family letter mailed & emailed
- 2) **Campaign 2:** Re-send family Letter
- 3) **Campaign 3:** Another opportunity to get connected!

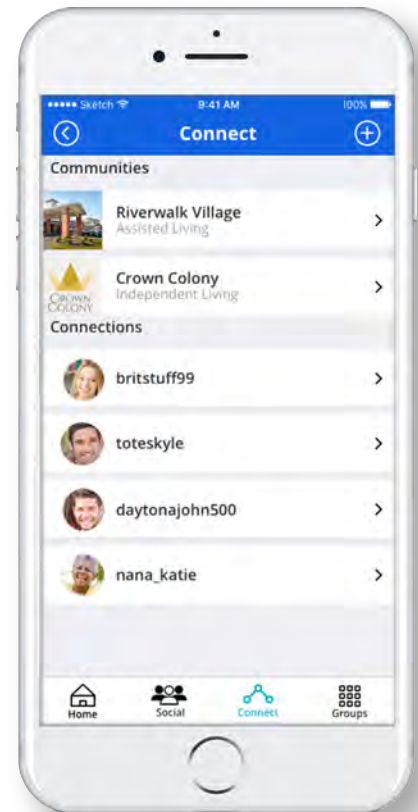
## Post Flyer in Common Areas

- Flyer kiosk at the front desk

## Monthly Invoices/Communications

- Include flyer or message about downloading the app

**Family Events** - help families download the app and get connected at your next summer BBQ or Holiday celebration.



# ENGAGE

Engage your community with exciting person-centered experiences that power purposeful living and meaningful connections through the CLC mobile app every day.

## ORGANIZE AN ENGAGEMENT EVENT TO EXCITE RESIDENTS!

- Invite residents to bring cell phones & tablets to event
- Download the app and assist them with their log-in credentials
- Learn its functionality



## ENGAGE PROSPECTS

- Add mobile app flyer to sales packet
- Conduct a “technology assessment” with new residents to understand their comfort with mobile devices, Echo Devices, etc.
- Place a banner or flyer in lobby advertising **“We Are a Connected Community”**



NEED HELP?

Please contact the Connected Living Center.

800.223.5080

[clcsupport@connectedliving.com](mailto:clcsupport@connectedliving.com)