

## Arvida



Measuring retirement living satisfaction in New Zealand.

### The Brief

**Arvida were seeking to collect customer satisfaction data through an annual survey to better understand how their organisation was performing across their care and residential services. As a publicly listed company in New Zealand with multiple sites, individual analysis of the results for each location was essential to the output, plus collated findings for the organisation as a whole were key aspects in this brief.**

## **The Work**

A robust yet short quantitative study was completed using paper and online surveys of care and residential clients to measure customer satisfaction and evaluate their experience of Arvida's services. After running this annual study since 2017, McCrindle now provides longitudinal insights by each location in a series of reports, plus key findings are presenting in a visually engaging presentation to the leadership team of Arvida.

## **Results & Deliverables**

The quantitative study collated new insights about the customer experience which were presented in location specific reports, and a comprehensive report for the leadership team of Arvida. Key findings from the study were presented in visually engaging presentations.

## **Contact**

Shannon Wherrett: [shannon@mccrindle.com.au](mailto:shannon@mccrindle.com.au)