



YUNUS
socialbusiness

Feedback on Seniors' House

Survey with the current clients and families

March, 2015



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Survey with the Clients

- This survey was performed by YSB with the intention to understand the customer satisfaction about Seniors' House performance from the current clients.
- The survey with clients was performed at the Seniors' House facilities by one YSB staff and one student in the social studies (e.g. external from the staff of the SB).
- 10 clients out of 15 present at the time were interviewed. Interviews were direct. Questionnaires were filled out by the interviewers. The interviewees were not in the physical condition to write/fill in questionnaires.



List of questions

How happy are you with the: (questions 1-11)

1. Care provided at the Seniors' House?
2. Communication between you and the staff?
3. Activities organized in the Seniors' House?
4. Food?
5. Hygiene inside the Seniors' House?
6. Hygiene outside the Seniors' House?
7. Personal hygiene which the staff offers to you?
8. Medical services – e.g. medication management?
9. Inside environment?
10. Outside environment?
11. Organized meetings between you and your families?
12. Why did you choose the Seniors' House?

Questions 1-11 were ranking-choice answers with scores from 1-10, 10 being the highest
Question 12 was an open type question.



Questions and answers

RESULTS		Interviewees (clients's reponses)									
Questions		1	2	3	4	5	6	7	8	9	10
How happy are you with the : (questions 1-11)		Scores									
	Avg Score										
1. Care provided at the Seniors' House?	9.8	10	8	10	10	10	10	10	10	10	10
2. Communication between you and the staff?	9.2	10	6	10	10	10	10	10	10	6	10
3. Activities organized in the Seniors' House?	10	10	10	10	10	10	10	10	10	10	10
4. Food?	10	10	10	10	10	10	10	10	10	10	10
5. Hygiene inside the Seniors' House?	9.9	10	9	10	10	10	10	10	10	10	10
6. Hygiene outside the Seniors' House?	9.9	10	9	10	10	10	10	10	10	10	10
7. Personal hygiene which the staff offers to you?	9.9	10	9	10	10	10	10	10	10	10	10
8. Medical services – e.g. medication management?	10	10	10	10	10	10	10	10	10	10	10
9. Inside environment?	10	10	10	10	10	10	10	10	10	10	10
10. Outside environment?	10	10	10	10	10	10	10	10	10	10	10
11. Organized meetings between you and your families?	10	10	10	10	10	10	10	10	10	10	10



Answer to questions #12

- Very clean
- I live alone so decided to come here
- Food is good
- Nurses are respectful and nice
- Seniors' House is well set up inside, very comfortable.
- I heard this was a good house for the elderly so I joined.
- Breakfast is very good.
- We'd like to go out more often.
- Very good services.



Conclusion

In overall, clients are happy with the current services provided by the Seniors' House. Food, staff, and inside and outside environments of the house rate the highest among other.

In regard to requests to go more outside, the entrepreneur has made it possible since the start but clients have to sign in a permit before leaving the house. They also need to be accompanied by family members and friends. This seems not to be attractive from the clients as they want to go more often and families are less available.

It is interesting to mention that pricing was not mentioned as a major concern.

From an outsider perspective, it is also interesting to note that clients socialize in groups but there are several who stay on their own and in the main area (restaurant or the reception desk area). This may be due to their illness and age.



Survey with Families

- This survey was performed by YSB with the intention to understand the customer satisfaction about Seniors' House from the families.
- The survey with clients' families was performed online through Survey Monkey.
- Questions were chosen by YSB staff only, without help or approval of the entrepreneur.
- Five families answered. Additionally, YSB staff met one of the family members at the Seniors' House during the interview with the clients. His feedback was positive. He summarized that the Seniors' House was the best he knew in Albania and that he referred it to other families.



List of questions and answers (1/3)

1. Where do you live?

3/5 live in Tirana. 2/5 didn't answer

2. Is your family member still at the Seniors' House?

5/5 answered "Yes".

3. How are you satisfied with the following:	Avg. Score
Care offered from the staff	9.2
Communication between you and your family member	9.6
Activities organized	9.2
Food	9.4
Hygiene inside and outside of the Seniors' House	9.6
Personal hygiene provided to clients	9
Medical (medication) services	8.4
Inside and outside environment	9.6
Organized meetings between you and your family member	10



List of questions and answers (2/3)

4. What activities do your family members like?

- My family member has Alzheimer so can't express him/herself.
- Italian music and walking
- Everything
- Walking in the yard.
- Walking

5. What activities would you suggest to the Seniors' House?

- More games inside the Seniors' House
- Now that spring is coming, maybe more walking outside.
- Visits to the shopping center.
- Saturday to become available for the daily clients

6. How did you hear about the Seniors' House?

- TV (3/5 respondents)
- Friends
- Facebook



List of questions and answers (3/3)

7. Why did you choose the Seniors' House?

- Nice environment and staff (3/5 respondents)
- Great services
- The best elderly house
- Nice director

8. Do you have additional comments

- If possible, more social activities
- No
- I am very satisfied
- Add Saturday in the daily services

9. Would you recommend the Seniors' House to others?

- Diana Hala 066-300-3851



Conclusion

In overall, families of clients are happy with the services provided at the Seniors' House. It is important to note that staff, organized meetings among families and clients, inside and outside environment and hygiene, food, and director received high scores and positive comments.

While they received positive and high scores, it is worth to mention that a continuous consideration has to be taken over having and adding new activities inside the house. This may be difficult for the Seniors' House because some of the clients are sick and are not capable of being social, yet, options need to be considered.

In terms of promotion, it is interesting to note that 3/5 respondents heard about the Seniors' House through TV. Two other channels were Facebook and personal network of the entrepreneur.



Conclusion from two surveys

In overall, the Seniors' House is offering good services. Some respondents described it the best in Albania. The entrepreneurs, the staff, food, inside and outside environment are some of the most noted in the surveys. Therefore, it is worth mentioning that as per the image and services provided, according to these surveys, the Seniors' House is doing well and ranks high in the market.

There is room for improvement in offering more activities inside the house. This could be done by the help of professionals in the related field. A challenge, however, for the entrepreneur and the Seniors' House, will be the physical and psychological condition of the clients. Not all of them are able to move alone or communicate accordingly.

In terms of promotion, it is apparent that the entrepreneur needs to further more leverage her network, use Facebook, and TV to promote the Seniors' House. Continuous advertising and promotion, or in other words, a reminder to the public about the Seniors' House, seem to be the way to bring new clients. Activities with clients and external guests bring value to promotion as well.