The Smarter Service + Friendship Village TEMPE

# SOLVING THE HIGH DEMAND FOR RESIDENT TECH SUPPORT.

In 90 days, Friendship Village Tempe saw **100%+ utilization**, a **4.7/5** resident satisfaction score, and **reduced tech interruptions** for community staff, without requiring IT integration or added headcount.

> *"The Tech Bar is hopping! I don't think any of us thought it would be as well-received as it has been."*
>
> — **Cole Marvin**, Executive Director, Friendship Village Tempe

## POSITIVE OUTCOMES

**107%**
sustained utilization rate

**397**
resident interactions

**4.7/5**
average satisfaction

**Reduced tech-related interruptions across departments**

## CHALLENGE

With 4 - 7 devices coming in with every resident, and communities increasing their own tech stack, FVT introduced intentional support to meet resident demand. The results were spectacular.

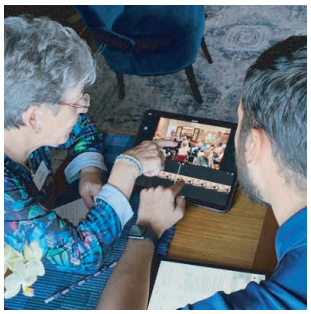
> *"I love having the service in the lobby on Fridays. It saves a lot of hassle getting to a location. There is a built-in comfort with the same concierge coming to FVT. Five stars!"*
>
> — **Resident**, Friendship Village Tempe

## SOLUTIONS

To address the growing need for resident tech support, we introduced a 90-day turnkey pilot tailored specifically for residents. The model required no IT integration, system access or staff oversight, The Smarter Service managed all aspects of delivery, including resident engagement, staffing, scheduling, session tracking and reporting.

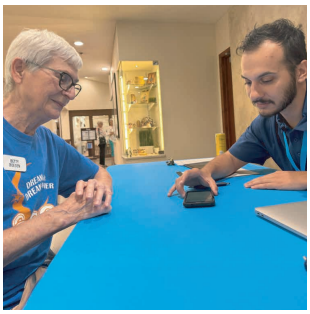
**ON-SITE TECH CONCIERGE**
Same person every week, building strong resident connections.

**CENTRALLY LOCATED TECH BAR**
Desk hours enabled quick help on days we are onsite.



**24/7 SUPPORT**
Residents could access support by phone and email when not on-site

**ENGAGEMENT SESSIONS**
Education helps residents learn important elements of tech, and also increases adoption of community tech.



**TURNKEY DELIVERY**
Fully managed by our team. No integrations required.

## SCALABLE IMPACT & FUTURE POTENTIAL

Friendship Village Tempe's success has inspired interest from other communities looking to replicate the model. With a consistent concierge presence and fully managed delivery, **The Smarter Service has demonstrated a scalable, low-friction way to elevate the resident experience in digitally evolving communities, demonstrating a 3.4X ROI on investments.**

> *"Lorenzo has always answered all my questions correctly and in a friendly way. I trust him."*
>
> — **Joyce S.** -FVT Resident

# READY FOR ANY COMMUNITY

**Flexible funding models**
Community-paid, resident-paid, or hybrid

**Built-in reporting and resident engagement**
All managed by a dedicated Tech Concierge

**Shared insights**
Participation unlocks access to lessons and innovations from partner communities nationwide.

As more senior living providers adopt concierge-style support, it's quickly becoming a core part of the modern resident experience, not just a nice-to-have.

# THE TAKEAWAY

Even in communities with robust IT support, resident-facing tech needs frequently fall through the cracks, leading to frustration, staff burden, and missed engagement opportunities. FVT's pilot with The Smarter Service shows what's possible when those needs are addressed head-on with a concierge-style solution.

## THE RESULT:

- MEASURABLE SATISFACTION
- REDUCED STAFF FRICTION
- SUSTAINED ENGAGEMENT
- PREDICTABLE, SCALABILITY
- CLEAR ROI

# ABOUT THE SMARTER SERVICE

The Smarter Service is a leading provider of personalized technology concierge services for older adults, senior living communities, and active adult communities. With a dedicated team of Tech Concierges and a robust library of online content and resources, The Smarter Service delivers both in-person and virtual support that alleviates tech insecurities, builds digital literacy skills, and boosts resident confidence. This comprehensive approach to social care empowers older adults to live happier, healthier, and safer lives in today's tech-driven world.

# WANT TO LEARN MORE?

To explore a pilot program or bring tech concierge support to your community, contact:

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