



## The Emeritus Smart Store

The Emeritus Smart Store was nominated for an ALFA Best of the Best award in the Sales & Marketing category in January 2014. For over 5 years, Emeritus Senior Living has enjoyed outstanding results working with Fischer Group and utilizing Smart Store Pro.

**Following is a copy of our submission for this award:**

**Specifically describe how your submission addresses the topic you selected.**

The Emeritus Smart Store is a fully customized program where field personnel can get the tools and materials they need quickly and easily. It was developed with, and is managed by, Fischer Group, an ALFA Allied member and Emeritus partner. This program enables Emeritus employees at all levels and departments within the organization to access, customize and order all of its informational and promotional materials, including brochures, ads, DVDs, promotional items, stationery, and even uniforms.

**Describe the features and benefits of your program.**

### Features

- Cloud-based system accessible from any connected station or device
- Real-time data for usage trends and orders from over 1,000 users
- Assign and track budgets for regions, communities, or users
- Manage rights by user or user group
- Enforce brand and language uniformity
- Community access to only the most current and relevant materials
- Flexibility for customization within assigned controls
- Includes a wide variety of products available for seven different departments
- Ease of use – includes spot-training tutorials and is organized by department or function

- Procedures or documents that work at the community level can be scaled to regional or national levels quickly and easily

### Benefits

- Lowered resident acquisition and communication costs resulting from
  - streamlined processes.
  - uniformity and resource consolidation.
  - In the five years since launch, Emeritus has saved over \$1 million in hard costs against previous procedures.
- Huge reduction in waste and obsolescence. Approximately 20% of all marketing materials are thrown away each year according to a study by the CMO Council. As a result of using their Smart Store, Emeritus has virtually eliminated this issue and as a result saves over \$100,000 annually.
- Fast adoption of new procedures and documents.
- Low cost to train users resulting from easy-to-grasp design and spot-training video tutorials.
- Same-day fulfillment of products allows for fast and efficient procurement of all necessary supplies.
- Teams at communities experience increased efficiency, greater job success and satisfaction, increased quality control, and greater opportunity for positive engagement with residents and their families.
- Better liability management through version control and archiving.

**What differentiates this program, product or service from what others may be doing? Why should someone consider it as “new” or “different”?**

The Emeritus Smart Store is unique because of its flexibility and its efficiency. Initially launched by Sales & Marketing, six other departments have embraced the Emeritus Smart Store and

expanded it to include their materials.

In addition to using the Smart Store for its day-to-day needs, Emeritus was able to easily outsource the process of producing and distributing critical transition materials for two of its largest acquisitions: Sunwest (130 communities) in 2010 (the AL industry's largest acquisition to date) and Merrill Gardens (36 communities) in 2013. The productivity gains were substantial, as Emeritus was able to redirect its staff to other critical issues concerning these new acquisitions, while Fischer Group handled the entire fulfillment process.

### **How are you measuring the impact of your program on your organization or your customers or staff? What results are you seeing to date?**

The Emeritus Smart Store has successfully impacted Emeritus in several ways:

1. Lower marketing, labor, and document creation costs.
  - Corporate Marketing can launch and manage their work globally, eliminating task duplication that required hundreds of labor hours and saving hundreds of highly skilled labor or contractor hours.
  - Fewer staff is needed at the Home Office to oversee marketing processes, costs are uniform across all communities, and cost controls allow for trend identification and deployment of best practices.
2. Brand control and customization
  - Creative work can be locked on templates, giving community marketers the power

of local customization to maximizing conversion rates, while ensuring their success at proper branding and disclosure.

3. Reduces obsolescence and waste
  - Corporate-wide pricing eliminates the obligation to order bulk quantities at a single community.
  - Same-day shipping on most orders encourages communities to keep inventories low and fresh.
4. Convenience, speed, and accuracy
  - Online templates empower community-level marketers to create approved multi-channel local campaigns quickly and efficiently.
  - User error rate is very low.

### **How do you hope to expand, grow, or evolve your program in the future?**

Expansion of the Emeritus Smart Store continues to happen as a natural result of the imagination of content creators. As new communities and team members come on board, they are immediately trained on the use of the Emeritus Smart Store and its importance as a company resource.

The continuing evolution of the web-based software used to create the Smart Store will provide increased opportunities for document creation and efficiency. Beyond the technology, the Smart Store is a product of the ideas and creativity of the people at Emeritus and Fischer Group, who continually strategize ways to make the system more valuable for Emeritus and its employees.

If we can help you evaluate whether a marketing asset management solution makes sense for your business, or if you'd just like to know more about how marketing asset management solutions work and what benefits they provide, contact Scott Burford at 707-745-8151 or by e-mail at [scott.burford@sbfischer.com](mailto:scott.burford@sbfischer.com).

Additional customer stories, white papers, and executive summaries can be downloaded from our website: [www.smartstorepro.com](http://www.smartstorepro.com).