

2025

Customer Experience Award

We're a winner!



**CUSTOMER
EXPERIENCE**

**AWARD
2025**

Awarded by

 **Activated Insights**
Formerly Pinnacle Quality Insight



February 4, 2025

FOR IMMEDIATE RELEASE

Falls City Care Center Receives 2025 Customer Experience Award from Activated Insights

FALLS CITY, NEBRASKA – Falls City Care Center is thrilled to announce that it has received a 2025 Customer Experience Award from Activated Insights, formerly Pinnacle Quality Insight, the leading provider of training, recruitment, retention, experience management and recognition tools to improve and grow long-term and post-acute care organizations. This recognizes Falls City Care’s outstanding performance in the categories of Dining Service and Quality of Food and solidifies their position in the top echelon of care providers nationwide.

“It is our pleasure to congratulate Falls City Care for their well-deserved achievement in winning the Customer Experience Award,” said Bud Meadows, Chief Executive Officer of Activated Insights. “This award, driven by employee feedback, reflects Falls City Care’s unwavering commitment to fostering an exceptional work environment for its team, while ensuring clients receive the highest standard of care from well-trained, compassionate caregivers.”

Qualifying for the Customer Experience Award signifies that Falls City Care Center has consistently ranked within the top 15 percent of care providers across the nation over the past 12 months. This achievement underscores their unwavering commitment to delivering exceptional experiences to residents and their families.

“On behalf of Falls City Care Center, residents, family, staff and guests, I would like to share our appreciation to everyone who makes our facility our home,” said Administrator Chris Young. “Those who participated in the survey process are invaluable to our continued success.

“Through this process, we love to hear from you about our strengths and areas where the staff are performing great things, which are many. But we are more interested in knowing of areas where we can improve, with our efforts always focused on making things better for all involved. Thank you, again, for all that you do!”

Throughout the year 2024, Falls City Care Center engaged residents and their families in monthly telephone interviews. These conversations included open-ended questions and ratings across various categories. Falls City Care Center used this feedback to drive continuous improvement in their care.

To find out more about Falls City Care Center’s commitment to excellence, please visit fallscitycc.com or call 402-245-5252.

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About Activated Insights

Activated Insights enables long-term care and post-acute care providers to optimize every interaction with employees and clients. By offering comprehensive capabilities in recruitment, training, retention, and experience management, we enable organizations to enhance care quality and boost employee engagement. Our data-driven approach, including industry benchmarking and recognition programs, helps providers improve satisfaction, reduce turnover, and achieve operational excellence. Activated Insights is dedicated to elevating the care experience across the continuum of home-based care, senior living, to post-acute care. To learn more, visit activatedinsights.com.



QUALITY CARE WITH RESPECT, DIGNITY AND KINDNESS

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Customer Experience

Each month, Activated Insights conducts thousands of phone-based satisfaction interviews to residents, patients, and their families to evaluate them on 12–16 service categories. Providers are rated on communication, dignity, safety, food quality, and more. Those who score in the top 15% of each service category earn a Customer Experience Award™. Providers who maintain high scores across multiple categories throughout the year earn a Best-in-Class distinction for their excellent care.



HOW WE DID IT:

- ✓ Committed to providing quality senior care services by listening to and incorporating patient and resident feedback
- ✓ Score in the 85th percentile or above out of 2,700 care providers and 150,000 satisfaction interviews
- ✓ Using service for one quarter to obtain the Customer Experience Award and one calendar year to obtain Best-in-Class



Falls City Care Center
2800 Towle Street
Falls City, Nebraska 68355
402-245-5252

We know that trust must be earned.

Customer Experience Award™ and Best-in-Class

What does it mean to be awarded an Activated Insights, formerly Pinnacle Quality Insight, Customer Experience Award™?

Activated Insights' Customer Experience Awards are given to providers who excel in providing exceptional customer experiences for their patients and residents.

Each month, Activated Insights conducts thousands of phone-based satisfaction interviews to residents, patients, and their families to evaluate them on 12–16 service categories. Providers are rated on communication, dignity, safety, food quality, and more. Those who score in the top 15% of each service category earn a Customer Experience Award™. Providers who maintain high scores across multiple categories throughout the year earn a Best-in-Class distinction for their excellent care.



What's required to qualify?

- ✔ Must have been using service for at least one quarter to obtain the Customer Experience Award™
- ✔ Must have been using service for over the course of a calendar year to obtain Best-in-Class
- ✔ Must score in the 85th percentile or above
- ✔ Must be committed to providing quality senior living services by listening to and incorporating client feedback

Awarded by:



Activated Insights
Formerly Pinnacle Quality Insight





Activated Insights
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January 29, 2025

To whom it may concern,

Activated Insights, formerly Pinnacle Quality Insight, a nationally recognized customer satisfaction firm, conducted interviews with Falls City Care Center customers over the past year, assessing satisfaction across multiple service aspects.

From the results of these interviews, Activated Insights has determined that Falls City Care Center has qualified for a **Customer Experience Award™** in the following service areas:

Dining Service
Quality of Food

Earning the Customer Experience Award shows that Falls City Care Center consistently ranks among the top 15% of care providers nationally. This reflects their strong dedication to continuous improvement and exceptional care, securing their position among the top care providers nationwide.

Activated Insights congratulates the staff of Falls City Care Center for this well-deserved honor.

Bud Meadows
CEO
Activated Insights

2025



CUSTOMER EXPERIENCE AWARD

Activated Insights
recognizes

FALLS CITY CARE CENTER

for achieving best-in-class
customer satisfaction standards in

DINING SERVICE

A handwritten signature in black ink, appearing to read "Bud Meadows".

BUD MEADOWS, CEO

2025



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QUALITY OF FOOD

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BUD MEADOWS, CEO