



Sunrise Senior Living Welcomes New Residents

Results

Taylor Promo's end-to-end solution has transformed Sunrise Senior Living's resident welcome kit program.

Challenge

Sunrise Senior Living, a senior care provider with 150 communities in the U.S. and nearly 20 more in Canada, was looking for a cost-effective way to welcome new residents to its properties. Welcome kits were envisioned that would include everything from socks, blankets and robes to plush toys, lip balm and lotions. However, each property had a different marketing budget so various "tiers" of options would be necessary.

Solution

Taylor Promo created a comprehensive welcome kit program for Sunrise Senior Living locations throughout the U.S.

- Taylor Promo used its sourcing savvy to custom curate a series of four welcome kits at different price points: small, medium, large and a special "Road Home" version for prospective residents who choose to spend a night at the property before making their decision.
- The four welcome kit varieties were loaded into the Sunrise Senior Living online branded merchandise store hosted by Taylor. Each location sees the appropriate kit version when they access the ordering tool, corresponding to their location's marketing budget tier.
- All kits are assembled by Taylor Promo — including tissue paper inside bags — and drop-shipped to Sunrise locations across the U.S.
- Taylor Promo monitors inventory levels on behalf of Sunrise, automatically reordering various items to ensure the four types of kits never go out of stock.



RESIDENT EXPERIENCE

Each new Sunrise Senior Living resident receives a gift that demonstrates the company's thoughtfulness and care.



COST-EFFECTIVENESS

The tiered welcome kit strategy enables each location to participate at a level that fits their marketing budget.



CUSTOMER SERVICE

The program has been so well received that we've been asked to replicate it for Sunrise locations in Canada.