



ESKATON®

Transforming the Aging Experience

Customer: Eskaton

Industry: Senior Living & Aging Services

Care Setting: Independent Living, Assisted Living, and Memory Care

Customer Since: 2017

Headquartered: California

"When we can use our voice, it really does break down the barriers of adoption. Voice-first technology is extremely interesting because it reduces the friction of technology adoption."

>> **Sheri Peifer**
Chief Strategy Officer, Eskaton

About K4Connect:

K4Connect is a mission-driven technology company that integrates the best in technology to serve and empower older adults and individuals living with disabilities, together with the people, communities and organizations that also serve them. Based in Raleigh, N.C., K4Connect is currently serving tens of thousands of senior living residents and staff at over 800 continuing care, independent living, assisted living and memory care communities across the nation.

Visit [K4Connect.com](https://www.k4connect.com) for more info.

Key Takeaways

- > Successfully scaling a voice technology pilot for the 65+ user in the senior living setting
- > How enterprise voice applications of smart home devices and technology can create more responsive environments for older adults with disabilities
- > How voice technology can help residents and senior living communities battle social isolation



CHALLENGE

Eskaton engaged K4Connect on a strategic technology implementation to keep its residents better connected, informed, and engaged with each other and their community. Traditionally driven by manual practices like daily printed announcements and menus or event sign-ups, the move to digital allowed Eskaton to diversify and deploy these activities at scale, while measuring success over time. Over the first year of the partnership, resident adoption in the Assisted Living and Memory Care settings revealed challenges with a mobile-first adoption. K4Connect and Eskaton then layered in a voice technology solution through Amazon Alexa to test delivering those same solutions through a voice interface.



SOLUTION

In late 2018 K4Connect and Eskaton conducted a voice technology pilot with a subset of Eskaton Village Roseville residents. Over the course of 90 days, residents were onboarded to the voice experience that included smart home controls, access to community content, and older-adult enhanced skills. Voice was intentionally offered to residents of all abilities, including those living with significant vision, mobility and cognitive changes. Adoption and usage rose significantly, particularly in the areas of smart home controls and content, as the voice interface with Alexa was almost universally a natural fit.



RESULTS

After the success of the pilots, Eskaton officially rolled out voice technology at the Roseville community in April 2019. Since, the operator has continued to expand robust voice experiences across its Northern California communities to deliver communication, engagement and smart home benefits to all of its residents. To date, success metrics include:

- 80% resident adoption rate of voice technology
- 72% weekly active voice users (residents)
- 30% increase in IoT usage after the addition of voice