CASE STUDY

BILDX
SALES TECHNOLOGY

How BILDX Helped a Senior Living Operator Cut Costs by $362K & Increase Revenue by $720K in One Year

CLIENT OVERVIEW

An operator managing **11 senior living communities** faced significant challenges due to an **underperforming sales team** and **declining occupancy rates.** With **23 sales team members,** high turnover, and increasing costs for recruiting and training, the organization struggled to maintain efficiency and drive revenue growth. They needed a solution - FAST!

CHALLENGES

- **Low Sales Productivity:** The existing sales team lacked efficiency, impacting occupancy rates.
- **High Turnover & Training Costs:** Frequent staff turnover resulted in substantial recruitment and training expenses.
- **Ineffective Lead Management:** Incoming inquiries, database organization, and lead follow-up were inconsistent, leading to lost opportunities.

SOLUTION: PARTNERING WITH BILDX

To **streamline operations and enhance sales performance,** the operator partnered with **BILDX** to optimize their sales process. BILDX implemented a strategic approach by:

- **Reducing the sales team from 23 to 17 highly effective members** while improving overall productivity.
- Deploying **expertly trained sales specialists** to handle **all incoming calls, database management, and lead follow-up.**
- Leveraging **advanced AI technology** to ensure **consistent, persistent, and personalized engagement** with prospective residents and families.

RESULTS

Metric	Before BILDX	After BILDX	Improvement
Sales Team Size	23 Salespeople	17 OPTIMIZED Sales Specialists	26% reduction in
Annual Training & Recruitment Costs	High due to turnover	Significantly reduced	$362K in Annual Savings
Occupancy Rate	Below Market Average	Increased Conversions	Revenue UP $720K
			TOTAL Financial Impact: $1.1M gain

*Want to see how **BILDX** can deliver similar results for your communities? Schedule a **FREE** consultation today!*