

Accushield®

The Concierge Playbook for Marvelous Senior Living

*What Every Receptionist Needs to Know to Lead
with Confidence and Care*





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03 Introduction

You are the heart of the community

After years on the front lines, you know better than anyone how challenging—and sometimes underappreciated—the role of front desk concierge can be. You juggle constant phone calls, coordinate deliveries at a moment's notice, and calm worried families day in and day out. Despite the bustle, you continue to serve as the reassuring anchor for everyone who walks through our doors.

This playbook isn't here to teach you the basics. It's here to honor the excellence you already bring and offer fresh ways to elevate your impact. If the front desk is the heartbeat of a senior living community, you are its steady, rhythmic pulse.

So here's to you—**our Front Desk Hero**—quietly shaping extraordinary experiences for residents, families, and staff every single day.

"Nothing is more important than the resident at this time in their life, this chapter. And we're there to respond to that. Our smile isn't just the first thing they see—it's the comfort they carry with them."

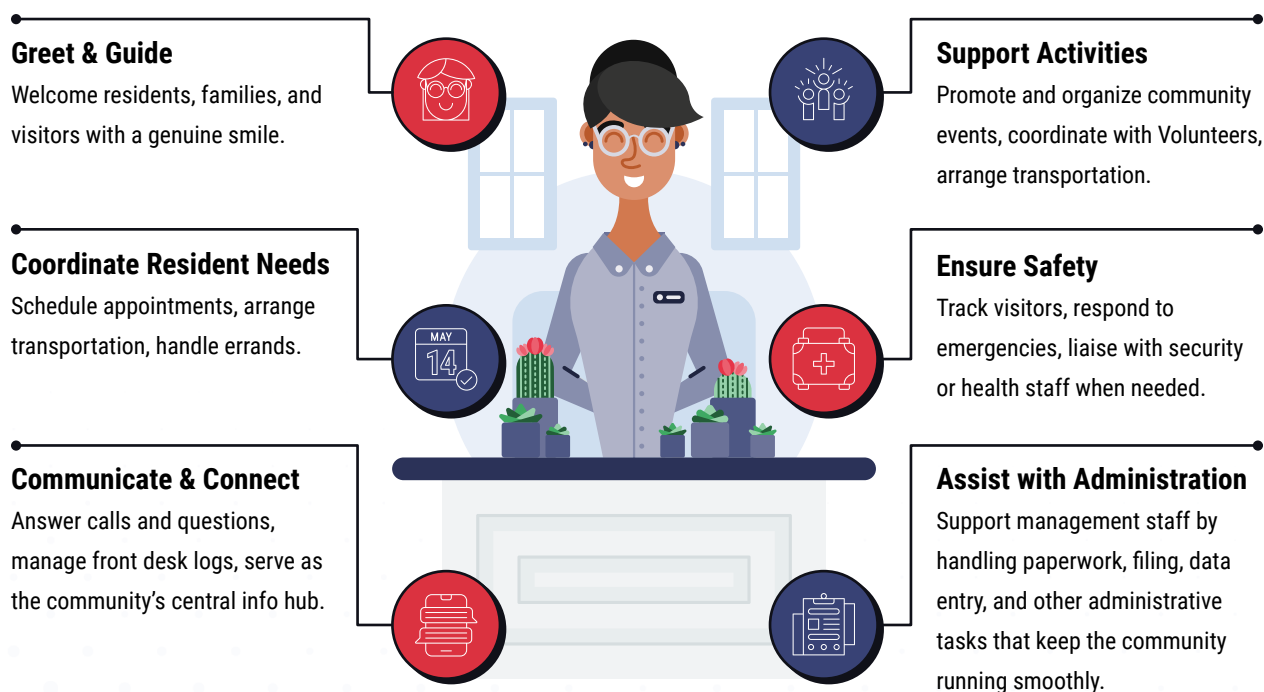
— Judy O'Donnell, Reception at Arbor Terrace Athens



04 A Day in the Life of a Senior Living Concierge

From the moment the doors open to the last evening check-in, concierges wear many hats—and wear them well. You’re not just the friendly face at the front desk; you’re the behind-the-scenes orchestrator making sure every detail runs smoothly.

Here’s a snapshot of the many ways you bring calm, connection, and care to your community, day in and day out—superhero cape optional, impact guaranteed.



"The front desk in senior living requires a great deal of empathy and grace. We have to know dining, engagement, activity, maintenance, business, sales, executive, administrative, and of course resident care."



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05 The Concierge Code

Five Commandments for Superpowered Service

As the frontline force of the community, concierges are everyday heroes creating memorable, positive experiences for residents, families, and guests. These five core principles are the concierge code for delivering exceptional service, day in and day out.

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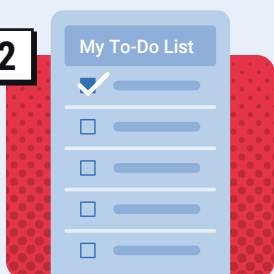
1



Greet Everyone with Enthusiasm

- **Action Tip:** Greet every resident, family member, and guest with a warm smile and eye contact. Use their name when possible, instantly making your interactions feel personal and welcoming.
- **Why It Matters:** First impressions set the tone for visitors, and a genuine greeting helps family & friends feel like they're truly part of the community.

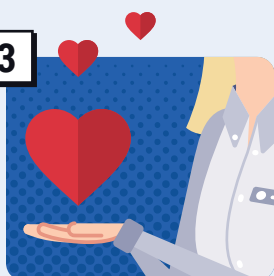
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Own the Request

- **Action Tip:** If you're asked for something, take responsibility and follow through, no matter how big or small. If you need to pass it on, do so with clear communication and ensure it's handled.
- **Why It Matters:** True heroes don't pass the buck. When you own a task, it shows reliability and strengthens relationships within the community.

3



Practice Empathy

- **Action Tip:** Listen with care, especially when dealing with anxious residents or concerned family members. Remember, they're not upset with you, they're upset with the situation. Acknowledge their feelings before offering assistance.
- **Why It Matters:** Empathy is the super power that diffuses tension and creates an emotional connection. When people feel heard, they're more likely to feel comfortable and cared for.

4



Know Your Community Inside and Out

- **Action Tip:** Be the expert on all things community-related: activities, dining, amenities, and local services. You're the go-to person who can help others feel at home.
- **Why It Matters:** Knowledge is in your utility belt. The more you know, the more confidence you exude, and the more residents and families trust your guidance.

5



Keep It Professional and Cheerful

- **Action Tip:** Maintain a positive, professional attitude, even during the busiest times. Consistency in tone and demeanor fosters trust and reliability.
- **Why It Matters:** Every superhero needs composure under pressure. Residents and families depend on you to be a calming, dependable presence. Staying upbeat and composed—even on hectic days—builds long-term satisfaction.

06 Tips for Handling Challenges and De-Escalation

In the world of senior living, tough situations arise unexpectedly. This section equips you with quick, actionable tips to stay calm and confident, no matter the challenge. Each challenge card outlines common scenarios and provides rapid-fire guidance to help you navigate them with ease and professionalism like the skilled front desk hero you are.



Memory Loss and Dementia

- Use gentle redirection to guide their attention.
- Validate their feelings before offering a distraction.
- Stay calm and reassuring to reduce anxiety.



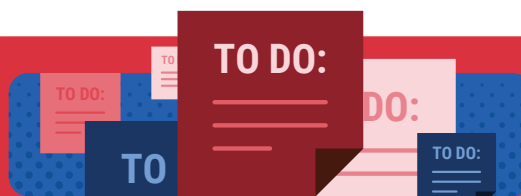
Emotional Families

- Let them vent and acknowledge their emotions.
- Reflect their feelings back (e.g., “I’m hearing that [specific thing] is upsetting, is that correct?”).
- Direct them to the appropriate resource (manager, clinical staff, etc.).



Emergency Situations

- Follow protocol: Alert clinical staff or call 911 immediately.
- Stay calm and provide all necessary details to responders.
- Keep the area secure and assist where needed.



Last-Minute Requests

- Prioritize safety and well-being first.
- Keep a quick “to-do” note for non-urgent tasks.
- Communicate clear timelines and manage expectations.

07 Five Ways to Create Unforgettable Wow Moments

True heroes know that every moment counts. Every interaction is an opportunity to leave a lasting impression. These simple but powerful actions can turn ordinary encounters into extraordinary experiences that make residents, families, and visitors feel both safe and special.

Personalize Their Experience

Know their preferences and surprise them with thoughtful gestures, like a birthday bouquet. It's a small but mighty way to show you're paying attention.



Make Families Feel at Home

Greet them with a warm smile and offer them coffee, tea, and snacks if available. It's a simple, super-powered touch that makes them feel like they belong.



Be the Event Hero

Spot someone who hasn't signed up for an event? Step into action and personally invite them to join in. Your personal touch is what draws people in.



Celebrate Every Victory

Whether it's mastering a new app or hitting a small milestone, celebrate every win with genuine compliments and encouragement. Every victory deserves to be recognized.

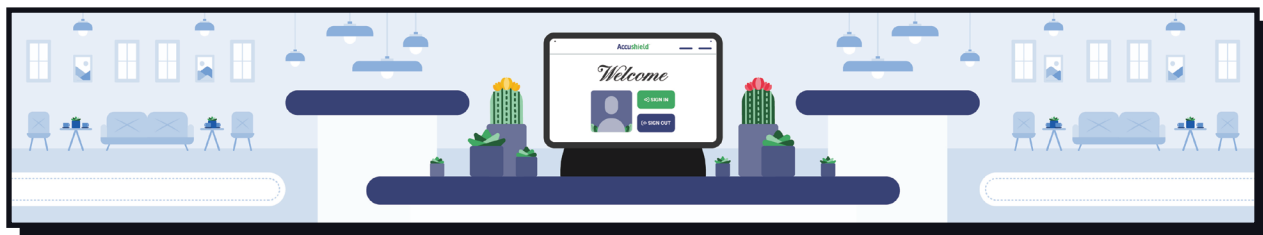


Create a Welcoming Atmosphere

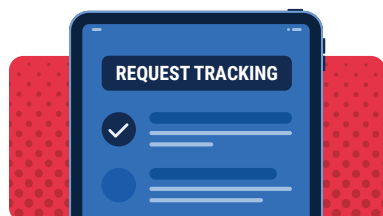
Keep the lobby fresh and inviting. Tidy up, add a pleasant scent, and play light music to set the tone for a positive visit. Your superhero secret: it's the little things that make a BIG difference.



08 Tech Tools to Make Your Job Easier (*and more fun!*)

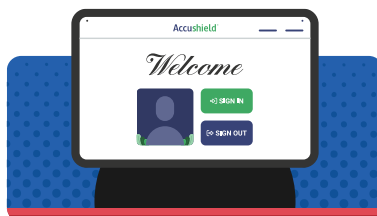


As technology evolves, so do the tools available to help streamline your workday. Embracing the right tech tools not only boosts your efficiency but also enhances the service you provide, all while allowing you to maintain the personal connections that make senior living special. Here's how integrating these tools can help you manage daily tasks with ease:



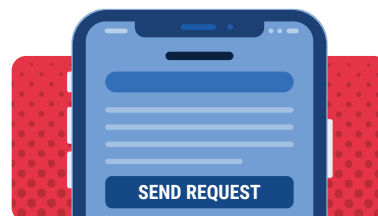
Electronic Request Tracking

Log and track resident requests digitally, set clear deadlines, and assign tasks to ensure nothing slips through the cracks. Stay organized, prioritize tasks, and track updates in real time for seamless service.



Visitor Management Systems

Automated sign-in kiosks speed up guest check-ins while enhancing security and accuracy. By handling visitor flow efficiently, you gain more time to focus on meaningful, face-to-face moments that make people feel truly welcome.



Resident Portals & Apps

Encourage tech-savvy residents to submit service requests via user-friendly portals or apps. It's a simple, time-saving way to manage requests, empowering residents and reducing in-person inquiries.

**Tech + You =
A Winning Combination!**



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09 Real Concierges, Real Impact

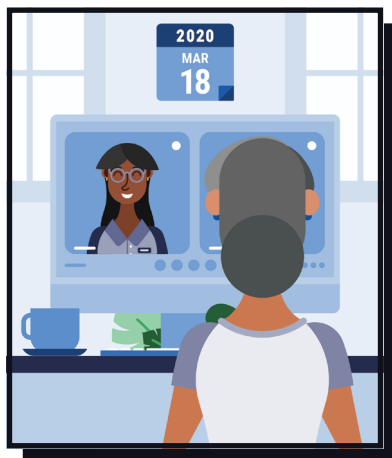
Stories of Connection and Care

Every day, concierges across senior living communities are quietly creating moments of magic through empathy, creativity, and heart. These real-life stories show how small gestures can spark joy, build connection, and leave a lasting impact.



The Dance Party That Lifted Spirits

"Concierge Johnell turned an ordinary lobby moment into something unforgettable. When there was a lull, she initiated a mini dance party with residents, instantly lifting spirits and creating a ripple of joy throughout the community!"



Connecting Through Zoom During Lockdown

"During the lockdown, our front desk staff went above and beyond by setting up Zoom calls for isolated residents. What started as a simple idea became a lifeline, turning moments of loneliness into meaningful connections."

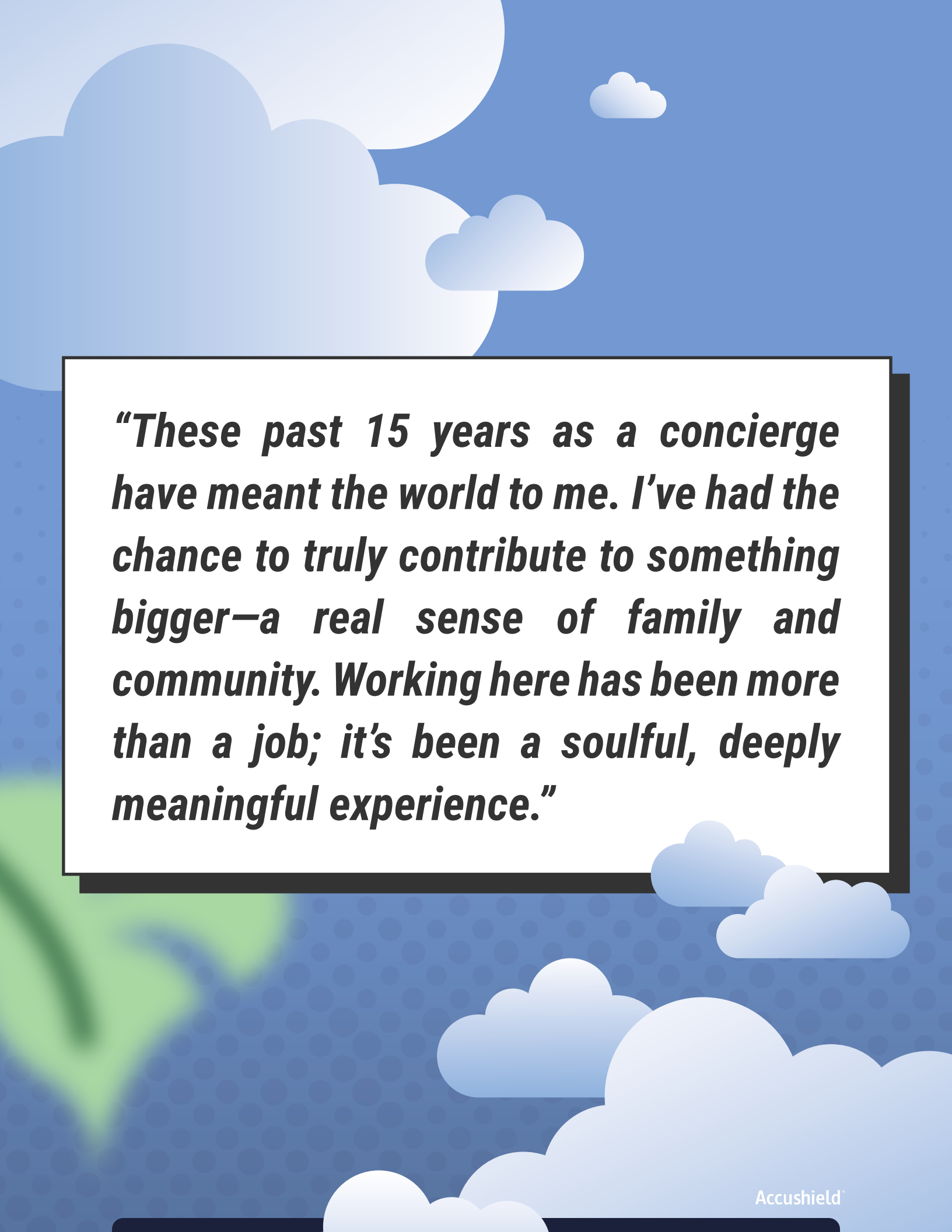


Erin's Daily Deliveries

"Erin, our 'go-to guru,' took it upon herself to personally deliver packages to residents' rooms every day. It wasn't just about the deliveries, it was her genuine smiles and small conversations that made residents feel seen, cared for, and truly special."

Small Gestures, Big Impact

Sometimes, it's the simplest actions that create the most lasting impressions. Whether it's a dance party, a Zoom call, or a friendly smile, thinking outside the box and going the extra mile can transform someone's day—and even their outlook. The power to connect is in your hands!



“These past 15 years as a concierge have meant the world to me. I’ve had the chance to truly contribute to something bigger—a real sense of family and community. Working here has been more than a job; it’s been a soulful, deeply meaningful experience.”

10 Keep Growing, Keep Glowing

You are the signature difference

Your journey as a **Front Desk Hero** doesn't stop here. Keep leveling up your skills, confidence, and connections with tools that help you grow stronger, smarter, and even more impactful. This Power-Up Pack is your next step—filled with resources to keep you sharp and ready for whatever comes your way.

The Front Desk Hero Power-Up Pack



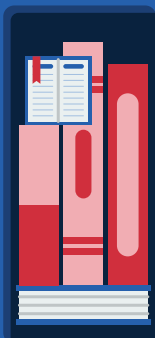
Professional Associations

Sharpen your skills with industry insights from groups like **Argentum** and **LeadingAge**. Their webinars and events are packed with real-world strategies you can use on the job.



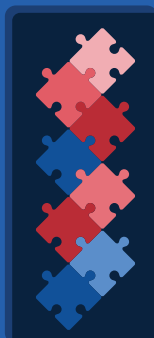
Online Communities and LinkedIn Groups

Fuel your day-to-day with ideas from peers in groups like **Senior Living Professionals**. Share stories, ask questions, and stay inspired.



Company Training Programs

Stay mission-ready by keeping up with safety protocols, tech tools, and specialized training like dementia communication. Knowledge is one of your superpowers.



Cross-Training Opportunities

Team up with departments like **Activities** or **Resident Services** to expand your expertise. Every new skill is another tool in your hero kit.

A rising concierge lifts the entire community's experience.



THANK YOU FOR BEING THE FRONT DESK HERO

Being a concierge in senior living is more than a job—it's a calling. You bring order to chaos, comfort to worry, and joy to everyday moments. This playbook is just the beginning, but it's your empathy, presence, and commitment that truly define the role.

Here's to creating a signature experience for every resident, every family, every day!

11

Nominate a Hero

Celebrate someone who's made
a lasting impact

Know a concierge whose story is nothing short of amazing
or who's making a powerful impact in their community?

Nominate a front desk hero to be featured and receive their
very own Cape & Hero Package!

NOMINATE A FRONT DESK HERO

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FRONT DESK HEROES

THE STORY OF JUDY O'DONNELL



Accushield®

Accushield is a leading provider of technology solutions for senior living communities. With its innovative visitor management system, Accushield empowers communities to efficiently manage visitors, contractors, and caregivers while ensuring compliance with regulatory requirements. Accushield remains dedicated to ensuring that senior living and skilled nursing communities are safe, secure, and thriving.

TAKE A TOUR

accushield.com | 404.301.3101 | info@accushield.com