

Digital Experiences & Lead Gen for Senior Living

Proven to convert more web visitors into qualified sales conversations

Further's conversational web chat, forms and survey tools transform static Senior Living sites into dynamic, personalized experiences—guiding, educating and converting more website visitors into qualified Senior Living sales conversations.

200% More Qualified Leads From Your Sites



With dynamic, personalized digital experiences for web, phone & SMS

2X More Move-Ins From Your Leads



With lead qualification and automation workflows

100% Verified Results & ROI

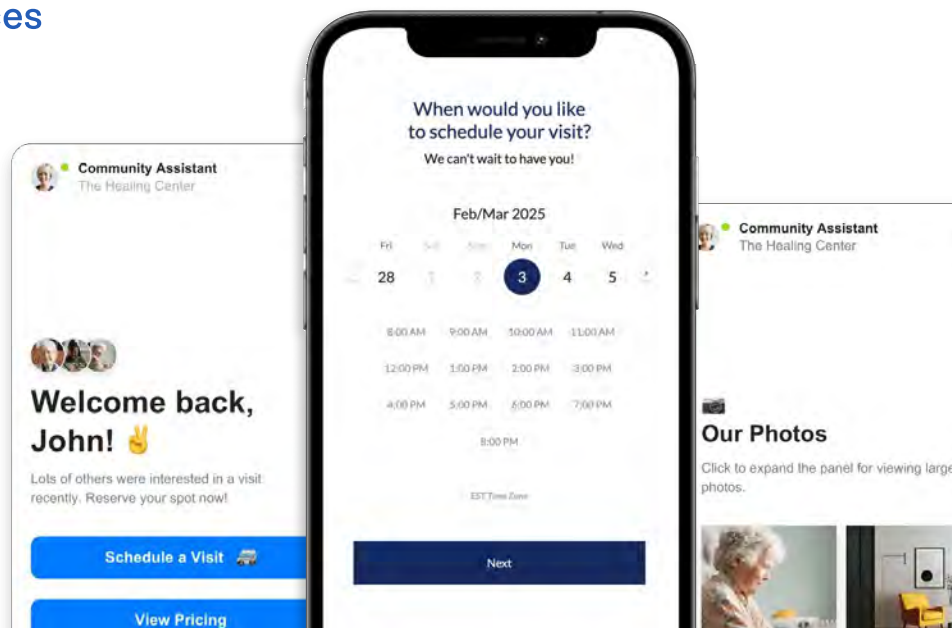


With full-funnel data, insights and ROI reporting

Personalized website experiences that engage, delight & convert

Further's dynamic web chat, forms and surveys install with a single line of code and instantly deliver the perfect experience for visitors at every stage.

- > **Web Chat** for high-intent visitors needing immediate answers or help
- > **Conversational Web Forms** for visitors who just want to take action
- > **Care Surveys** for visitors who need more of a guiding hand



Further is perfecting Senior Living technology so you don't have to

Further's team of data scientists has optimized every feature to provide **the best possible experience** for your families and **the best possible results** for your business. As a Further customer, you can deploy next gen Sales & Marketing technologies faster with the confidence that every tool comes out-of-the-box ready to delight and ready to deliver.

6000+

Communities
using Further

1BN+

Engagement
Data Points

3M+

Families
helped

50K+

Move-ins
Assisted

Simple Solutions to Senior Living's Most Complex Sales & Marketing Challenges

You need...

More qualified leads from your marketing efforts



Further provides...

Dynamic, personalized digital buyer journeys

Guided web chat, forms & surveys • 24/7 virtual front desk & IVR • Self-serve tour scheduling w/ calendar integration • Intuitive website pricing modules

More effective hand-off from marketing to sales



Intelligent lead management workflows

Predictive lead scoring and segmentation • Phone lead capture, recordings & AI summaries • Automated SMS and email follow-up • Integrates with your CRM, BI & scheduling tools

More move-ins from your existing leads



Sales automation & enablement

Full-funnel sales conversations • Outbound phone assistant • Closed lead nurturing • Sales performance management & coaching

Sales & Marketing performance and ROI insights



Marketing attribution & ROI reporting

Move-in attribution by keyword, channel & campaign • Keyword/ad performance • Phone lead mapping & DNI • Community performance & benchmarks • CRM lead source mapping • Datalake integration

Further is trusted by Senior Living's top innovation leaders, including...



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Within the first couple of weeks, I was getting messages from our sales directors saying, 'Oh my gosh! I love this.'

Corinne Graham
VP Marketing & Brand,
Oxford Senior Living

