

2025

Customer Experience Award

**We're a winner!**



**CUSTOMER  
EXPERIENCE**

**AWARD  
2025**

Awarded by

 **Activated Insights**  
Formerly Pinnacle Quality Insight



February 4, 2025

**FOR IMMEDIATE RELEASE**

**WEL-Life at Spirit Lake Assisted Living Receives 2025 Customer Experience Award from Activated Insights**

SPIRIT LAKE, IOWA – WEL-Life at Spirit Lake Assisted Living is thrilled to announce that it has received a 2025 Customer Experience Award from Activated Insights, formerly Pinnacle Quality Insight, the leading provider of training, recruitment, retention, experience management and recognition tools to improve and grow long-term and post-acute care organizations. This recognizes WEL-Life’s outstanding performance in the categories of Overall Satisfaction, Personal Care, Variety of Food/Menu Choices, Quality of Food, Dining Service, Cleanliness, Response to Problems, Dignity and Respect, Communication, Activities, Move-in Process, Individual Needs, Safety and Security, Recommend to Others and Overall Customer Experience and solidifies their position in the top echelon of care providers nationwide.

“It is our pleasure to congratulate WEL-Life at Spirit Lake for their well-deserved achievement in winning the Customer Experience Award,” said Bud Meadows, Chief Executive Officer of Activated Insights. “This award, driven by employee feedback, reflects WEL-Life’s unwavering commitment to fostering an exceptional work environment for its team, while ensuring clients receive the highest standard of care from well-trained, compassionate caregivers.”

Qualifying for the Customer Experience Award signifies that WEL-Life has consistently ranked within the top 15% of care providers across the nation over the past 12 months. This achievement underscores their unwavering commitment to delivering exceptional experiences to residents and their families.

“This award for customer experience goes to each one of our team members for the valuable contribution they give our residents each day,” said Sheila Weier, executive director. “Their hard work and dedication have been instrumental to the good reputation that WEL-Life has carried on throughout the years.”

Throughout the year 2024, WEL-Life at Spirit Lake Assisted Living engaged residents and their families in monthly telephone interviews. These conversations included open-ended questions and ratings across various categories. WEL-Life used this feedback to drive continuous improvement in their care.

To find out more about WEL-Life at Spirit Lake Assisted Living’s commitment to excellence, please visit [wlspiritlake.com](http://wlspiritlake.com) or call 712-336-3553.

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**About Activated Insights**

Activated Insights enables long-term care and post-acute care providers to optimize every interaction with employees and clients. By offering comprehensive capabilities in recruitment, training, retention, and experience management, we enable organizations to enhance care quality and boost employee engagement. Our data-driven approach, including industry benchmarking and recognition programs, helps providers improve satisfaction, reduce turnover, and achieve operational excellence. Activated Insights is dedicated to elevating the care experience across the continuum of home-based care, senior living, to post-acute care. To learn more, visit [activatedinsights.com](http://activatedinsights.com).



QUALITY CARE WITH RESPECT, DIGNITY AND KINDNESS

1819 23rd Street • Spirit Lake, Iowa 51360 [www.wlspiritlake.com](http://www.wlspiritlake.com) p: 712.336.3553 f: 712.336.5717

# Customer Experience

Each month, Activated Insights conducts thousands of phone-based satisfaction interviews to residents, patients, and their families to evaluate them on 12–16 service categories. Providers are rated on communication, dignity, safety, food quality, and more. Those who score in the top 15% of each service category earn a Customer Experience Award™. Providers who maintain high scores across multiple categories throughout the year earn a Best-in-Class distinction for their excellent care.



## HOW WE DID IT:

- ✓ Committed to providing quality senior care services by listening to and incorporating patient and resident feedback
- ✓ Score in the 85th percentile or above out of 2,700 care providers and 150,000 satisfaction interviews
- ✓ Using service for one quarter to obtain the Customer Experience Award and one calendar year to obtain Best-in-Class



WEL-Life at Spirit Lake Assisted Living  
1819 23rd Street  
Spirit Lake, Iowa 51360  
**712-336-3553**

We know that trust must be earned.

# Customer Experience Award™ and Best-in-Class

**What does it mean to be awarded an Activated Insights, formerly Pinnacle Quality Insight, Customer Experience Award™?**

*Activated Insights' Customer Experience Awards are given to providers who excel in providing exceptional customer experiences for their patients and residents.*

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## What's required to qualify?

- ✔ Must have been using service for at least one quarter to obtain the Customer Experience Award™
- ✔ Must have been using service for over the course of a calendar year to obtain Best-in-Class
- ✔ Must score in the 85th percentile or above
- ✔ Must be committed to providing quality senior living services by listening to and incorporating client feedback

Awarded by:



**Activated Insights**  
Formerly Pinnacle Quality Insight





Activated Insights  
customersupport@activatedinsights.com  
801.307.8573 | activatedinsights.com

**January 29, 2025**

To whom it may concern,

Activated Insights, formerly Pinnacle Quality Insight, a nationally recognized customer satisfaction firm, conducted interviews with Wel Life At Spirit Lake customers over the past year, assessing satisfaction across multiple service aspects.

From the results of these interviews, Activated Insights has determined that Wel Life At Spirit Lake has qualified for a **Customer Experience Award™** in the following service areas:

- Overall Satisfaction**
- Personal Care**
- Variety of Food/Menu Choices**
- Quality of Food**
- Dining Service**
- Cleanliness**
- Response to Problems**
- Dignity and Respect**
- Communication**
- Activities**
- Move-in Process**
- Individual Needs**
- Safety and Security**
- Recommend to Others**
- Overall Customer Experience**

Earning the Customer Experience Award shows that Wel Life At Spirit Lake consistently ranks among the top 15% of care providers nationally. This reflects their strong dedication to continuous improvement and exceptional care, securing their position among the top care providers nationwide.

Activated Insights congratulates the staff of Wel Life At Spirit Lake for this well-deserved honor.

**Bud Meadows**  
CEO  
Activated Insights

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### WEL LIFE AT SPIRIT LAKE

for achieving best-in-class  
customer satisfaction standards in

### OVERALL SATISFACTION

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BUD MEADOWS, CEO

2025



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### PERSONAL CARE

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### VARIETY OF FOOD/MENU CHOICES

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### QUALITY OF FOOD

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### DINING SERVICE

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### CLEANLINESS

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### RESPONSE TO PROBLEMS

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### DIGNITY AND RESPECT

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### COMMUNICATION

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### ACTIVITIES

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BUD MEADOWS, CEO

2025



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### MOVE-IN PROCESS

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### INDIVIDUAL NEEDS

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### SAFETY AND SECURITY

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### RECOMMEND TO OTHERS

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### OVERALL CUSTOMER EXPERIENCE

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BUD MEADOWS, CEO