

CONSUMER AFFAIRS



Customer service through empathy and understanding



About Bay Alarm Medical



Bay Alarm Medical provides affordable 24/7 medical alert monitoring for seniors and anyone at high risk for falls.

PROVIDING SUPPORT FOR AN EMOTIONALLY INVESTED CUSTOMER BASE

Bay Alarm Medical's service is designed for anyone who has a history of falls or suffers from a medical condition that could cause them to fall, faint or lose consciousness, but the user base is primarily comprised of senior citizens. A large majority of those making the purchase decision are the adult children or caregivers of these individuals and there is an understandably strong emotional component to the decision.

- ★ Partnered with ConsumerAffairs in 2011
- ★ 2000+ customer reviews on ConsumerAffairs
- ★ Average 4.6 star rating among customers
- ★ A+ rating on Better Business Bureau

“ We try our very best to interact with our customers with the utmost patience and empathy. Most of the time we are helping people that have either recently been through something very traumatic or are worried about their loved one. ”

Gjenes Belamide
Kayla Carlson
& Alan Wu
Marketing, Bay Alarm Medical



Customer consultation is key to satisfaction

With a medical alert system being such an imperative decision for consumers, communication is key to ensuring users are getting the best product to suit their needs. Bay Alarm Medical takes a very hands-on approach to customer service. Customer care representatives spend time with each decision maker and user early in the process to provide consultation to ensure the customer is getting everything they need and that their loved one is protected.

Challenge: Selling peace of mind



When there is more than just a financial investment at stake, but also an emotional investment, customers must feel confident in the trustworthiness of the service they're enlisting for their loved ones or themselves.

SOLUTION: CREDIBILITY THROUGH REFERRALS AND REVIEWS

Customer reviews prove to be incredibly important for brand's like Bay Alarm Medical, who operate in an industry where no one thinks about it until they need a system. When you're trying to rise above the noise in a crowded marketplace, making sure existing customers receive the best possible service is critical to being able to stand out from the herd.

With the ability to collect reviews and provide direct support to customers who share feedback on ConsumerAffairs, Bay Alarm Medical has access to a wealth of online referrals for consumers seeking a medical alert service.

“ Customers will often tell our representatives over the phone that they heard about us and wanted to learn more because of the good reviews. The reviews give us more credibility and trust. ”

Improving every stage of the buying cycle and beyond

Collecting customer feedback also provides invaluable data for decision making, providing a sense of what's truly important to customers and allowing Bay Alarm Medical to better serve their users.

Success: Building reputation and earning trust



Visibility on the ConsumerAffairs platform gives Bay Alarm Medical a distinct advantage in organic search. Customer stories provide the social proof to back up their marketing message.

REAL STORIES DRIVE REAL RESULTS

Customers typically learn about Bay Alarm Medical's services through referrals. Whether it's a doctor, a friend or family member. Their dedicated care representatives work hard to provide the best service to their customers and hope they'll in turn share their positive experience with their loved ones. Turning that effort online through review collection allows Bay Alarm Medical to grow that groundswell effort exponentially. The thousands of customer reviews shared on ConsumerAffairs help more consumers make informed decisions.

Leading with empathy and understanding increases satisfaction

When a consumer calls Bay Alarm Medical for more information, they won't have a pushy sales rep on the other end of the phone. Instead, each rep is trained to listen, take their time with each customer and truly understand their needs so they can recommend the right products for the individual. This intentional process leads to greater customer satisfaction, and is clearly reflected in the customer feedback posted on ConsumerAffairs with comments on customer service at every stage, from the buying process to tech support to the ever-crucial emergency call and response.

“ The more reviews we get, and the more we show our customers that we're quick to respond to their compliments as well as their problems, the more reputation, credibility and trust we're able to build. It directly correlates with our exponential growth year over year. ”



Key Findings: Engaging to grow

Engagement and visibility plays a critical role in marketing to consumers in organic search

Big ticket purchases take longer for consumers to decide on, and consumers research online before buying

65 average number of DAYS from start of research to making purchase*



ConsumerAffairs lead paths shorten this cycle for brands



6 average number of HOURS from first touch to brand contact



48 average number of HOURS from first touch to brand contact

Great customer stories and early visibility work to deliver high conversion leads

Outstanding customer experience delivery by Bay Alarm Medical and driven by ConsumerAffairs

Build a trusted brand reputation and source high conversion leads with a ConsumerAffairs partnership:

- Collect verified customer feedback with review paths geared toward your customers
- Monitor reviews and engage customers with our streamlined review management system
- Use consumer insights to make data-driven decisions
- Multiple lead generation paths connect your brand with ready-to-buy consumers
- Our Client Success team helps you unlock the key to a new revenue stream

Visit www.consumeraffairs.com/brands to learn more