



# Why Customers Switch to Icon from Touchtown



## High-Touch Customer Care

Rapid Support Response Times	✓	✗
Dedicated Customer Success & Implementation Managers	✓	✗
Success Metric Tracking to Ensure You Get the Most Out of Icon	✓	✗



## Uncomplicated Customization

Effortless Customization, No Support or Engineering Required	✓	✗
Robust, User-Friendly Design Tools to Create Professional Branded Content with Ease	✓	✗
Powerful Integration Engine to Connect Icon With All Your Favorite Platforms Seamlessly	✓	✗
HTML Page Editor for Advanced Users	✓	✗



## Resident-Friendly User Experience

Intuitive Navigation: 3 Clicks or Less	✓	✗
Sleek Modern Design and Interface	✓	✗
Resident Empowerment Through Resident Led Groups and Event Management	✓	✗
Consistent, Rich Mobile Experience for Apple & Android	✓	✗



## Meaningful Insights

Robust Reporting, Insights & Analytics	✓	✗
Enterprise Level Dashboards	✓	✗
AI Insights to Aid in Data Analysis	✓	✗



## A Step Ahead with Continuous Innovation

AI-Powered Personalization and Automation Including a ChatGPT Message Creator, AI Generated Recommendation Engine, and AI Smart Aging™ Interview and more!	✓	✗
Exclusive content partnerships with GetSetUp, StageAccess, and Masterpiece Living	✓	✗
Partnership with Amazon Alexa for Smart Properties, Offering Powerful Enterprise Capabilities	✓	✗
Integrated Employee Engagement Modules	✓	✗
Visitor Management, eSignature, Forms Builder, Communication and Other Exclusive Modules	✓	✗

## Here's What Icon Customers Have To Say!



The team didn't know how it was going to go until Icon came on site and began the implementation presentation, **within five** minutes of the presentation starting, **we knew it would go well and be embraced by the residents.**



It now takes less time to do things. **I can multitask and take attendance at an activity immediately**, instead of spending an hour to do it later.



Super easy to use and residents love the beautifully designed content. **Saves over an hour creating content per day.**



The portal is great way to **connect with someone** to have dinner with them, **get their phone number**, and even **make reservations** right online. Socializing over meals is a big thing here at The Clare and Icon makes it much easier than it would be otherwise.