



CASE STUDY

FROM FRUSTRATION TO CONNECTION: HOW THE VILLAGE AT BROOKWOOD TRANSFORMED COMMUNICATION WITH ICON



CHALLENGE

The Village at Brookwood had a tough time with their previous communication platforms. After moving from Touchtown to Vibrant, they were let down by broken promises and poor support, especially when it came to their portal and customization needs. Frustrated and in need of a reliable solution, they turned to Icon.

SOLUTION

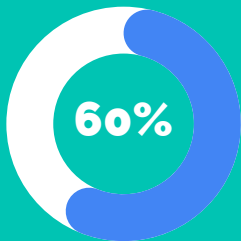
With Icon, they adopted tools like the Community Engagement resident portal, Calendar Central, Digital Display, Premium Signage, and the Family Engagement App. These solutions not only gave them the features they were looking for but also came with the promise of hands-on, one-on-one support.



Michelle Burger
Director of Resident Services
The Village at Brookwood

"Switching to Icon has been a breath of fresh air for us at The Village at Brookwood. After dealing with unreliable platforms and broken promises, we finally found a solution that works and a team that delivers. The Community Engagement portal and other tools have made a real difference in how we connect with our residents and families. Plus, the hands-on support has been outstanding—whenever we need something, they're there to help. It's been a true game-changer for our community."

Since making the switch, The Village at Brookwood has seen a real difference. Their communication processes are now smoother, and they finally have the support they need to get the most out of their platform. It's been a game-changer, helping them reconnect with their community and keep everyone better informed.



Resident Adoption

2,301

Monthly Portal Visits



20+ New Residents
Registered Monthly

