



# Exploring the Pull Factors

## 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	✓	✗

## DON'T JUST TAKE OUR WORD FOR IT

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.**



The analytics from the platform give us clear insights into what can be improved. In one community we **increased activity attendance from 25% to 89%!**



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.