



# Brightwater Senior Living Increases Employee Retention And Satisfaction With OnShift

## Key Results

**50%**  
Decrease in  
overtime hours

**51%**  
Decrease in  
agency hours

**94%**  
Employee  
satisfaction rate

## About Brightwater Senior Living

Brightwater Senior Living provides independent living, assisted living, and memory care at 12 communities across the U.S. and Canada. With 1,200 employees, Brightwater's number one focus is to create a culture among the buildings, staff, and residents that supports the belief that "happy residents make happy staff and happy staff make happy residents."



## Key Challenges

- Administrative, manual tasks of collecting employee feedback and fairly delivering employee rewards were burdensome
- Outdated scheduling tools and inconsistent processes led to stressed schedulers, frustrated caregivers, and unfilled shifts
- Lack of adaptability to the changing workforce and an increased need for more flexible workforce scheduling led to employee dissatisfaction.

## The Solutions

**OnShift Schedule**  
Workforce Management Software

**OnShift Engage**  
Employee Engagement Software

**"The #1 focus of our communities is the temperature of the building, staff, and residents. We focus on people and that means listening to what they're saying, hearing them, and opening up a little bit more. We spend a lot of time listening by using OnShift. It gives us the tools necessary to readjust what we're doing based on the needs of our employees."** — Quintin King, President, Brightwater Senior Living

## The Strategies

Brightwater initially came to OnShift for scheduling software that would allow them to view workforce analytics at the corporate level and adapt to an increased need for flexible shifts. They added OnShift Engage once they saw how integrated engagement software would give leadership insight into employee sentiment and feedback and allow communities to easily recognize and reward their employees.

### Improve Staff Satisfaction and Communication by Regularly Capturing Feedback

- Open communication facilitated by OnShift's in-app messaging and pulse, new hire, and custom surveys has led to an increase in overall employee satisfaction
- Consistent, short surveys sent automatically via text message give employees frequent opportunities to submit feedback and feel heard
- Easy access to survey responses allows community and corporate leaders to quickly address employee concerns before they become significant problems, and closely monitor staff satisfaction for areas of improvement

### Enhance Employee Engagement and Maintain Brightwater's Culture of Excellence

- OnShift's employee engagement software, OnShift Engage, supports the Brightwater Compass Program – an achievement-based recognition program that acknowledges employee excellence in the workplace
- Automated rewards point distribution and tracking for key behaviors such as punching in and out on time, consistent attendance, and tenure milestones ensures fair employee recognition and reduces manual tasks
- Employee performance tracking helps leaders identify top employees and those who need extra support or training

### Modernize the Employee Experience and Streamline Scheduling with Innovative Technology

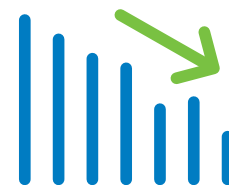
- Empower employees to view their schedule, swap shifts, and request additional shifts right on their smartphones through the OnShift mobile app.
- Automatically approve shift requests for employees not at risk overtime, saving schedulers time and saving the community labor costs
- Improve scheduling visibility and awareness of staffing needs with up-to-date access to schedules for each community across the organization

**“OnShift Engage allows people to really use their rewards in a way that works best for them. It’s made a difference in our ability to hire and retain staff because it’s another benefit that isn’t necessarily cash in their pocket.”** — Anna Harsh, Payroll Specialist, Brightwater Senior Living

## The Results

- **50%** decrease in overtime hours
- **51%** decrease in agency hours
- **94%** average employee satisfaction across all communities
- **28,011** surveys sent in one year across 12 communities, gathering crucial employee feedback
- **1,195** shift requests auto approved in one year, saving schedulers **100** hours

**50%**  
Decrease in  
overtime hours



**OnShift**