



New Pond Village Front Desk Training Manual

Represent the Heart of the Community

You're not "just answering phones," you're the voice and face of the community.

As the first point of contact for residents, families and future residents, the front desk team plays an essential role in representing the warmth, professionalism and distinctive excellence that New Pond Village is known for. Your warmth helps residents feel safe, families feel confident and visitors feel welcome.

This manual acts as a reference to help you provide outstanding service and ensure consistent communication. Every kind of interaction makes a difference in someone's day.

Section 1: Phone Etiquette

We want every caller to experience the professionalism, care and attention that defines New Pond Village. How we answer the phone and interact with callers says a lot about our organization.

These practices apply to every call you receive.

ANSWERING THE CALL:

- **Answer promptly.** Pick up within two or three rings.
- **Never answer mid-conversation.** Finish speaking to anyone nearby or pause the conversation before answering the phone.
- **Avoid using speakerphone.** Use the handset or headset for privacy and sound quality.
- **Phone answering script example:**

"Thank you for calling New Pond Village. This is [your name]. How may I assist you today?"

DURING THE CALL:

- **Speak with a smile.** Smiling changes your tone—it helps callers feel welcomed and valued.
- **Be clear and professional.** Enunciate your words, use a moderate pace and tone and avoid slang.
- **Listen actively.** Give the caller your full attention, take notes and repeat key details back to confirm understanding.
- **Be patient.** Some residents may have hearing or cognitive challenges.
- **Be discreet.** Maintain confidentiality in all resident-related matters (HIPAA compliance).
- **Avoid distractions.** Do not eat, drink or converse with others while on a call.
- **Be a positive problem-solver.** Instead of saying 'I don't know,' say, 'Let me find out for you.'
- **Check back in when on hold.** Always check back in with the caller if they are on hold for more than 30 seconds to remind them you are still there.

ENDING THE CALL

- **Ask before placing on hold.** 'May I place you on hold for a moment while I check that for you?'
- **Transfer calls carefully.** Let the caller know who they are being transferred to and why.
- **End gracefully.** 'Thank you for calling New Pond Village. Have a [pleasant, wonderful] day.'
- **Take accurate messages.** Record the name, phone number, date, time and reason for the call clearly and completely. Email the information to the person providing this information immediately after the call.

Section 2: Transferring Calls

1. **Identify** the nature of the call.
2. **Acknowledge** and reassure: 'I am at the Front Desk, let me find the right person to support your question.'
3. **Cue** it up: Before transferring, be sure the team member knows it's coming.
4. **Transfer** with care: 'I'm transferring you now to [team member]. Have a wonderful day.'

Section 3: Specifics When Receiving Sales Calls

Callers may mention how they heard about our community, and understanding their source of information can help guide the conversation. Our Marketing Team uses a variety of channels to reach prospective residents, including:

- **Community events:** Themed events, open houses and educational seminars
- **Website:** New Pond Village website and online inquiry forms
- **Paid Ads:** Paid online advertising like Google, news outlet sites
- **Local marketing:** Comcast TV, community sponsorships, print in Boston Globe and Hometown Weekly
- **Social media:** Facebook, Instagram
- **Direct mail and email** campaigns
- **Referral partners** (current residents, family members, professionals)

Check the [upcoming events calendar](#) regularly and be ready to provide details about opportunities for events and open houses.

When transferring to sales, keep in mind:

- Tours, pricing, lifestyle questions, etc. = sales inquiry
5. If you are about to transfer: 'I'd be happy to connect you with someone who can answer your questions about New Pond Village.'
 6. If the sales team member is unavailable, do **not** tell them the sales team member went home for the day, simply say, 'They are unavailable, but I can transfer you to their voicemail so you can leave a message.'
 7. All assisted living and Memory Care calls are transferred to Cassi. If Cassi is not in the office, transfer to either Patrick or Meaghan if they are in the office.
 8. For IL inquiries, transfer to either Patrick or Meaghan, whoever is in the office. If neither is in the office, transfer to Patrick's voicemail and ensure the caller Patrick will call them back.
 9. Do not mention that the team is 'gone for the day', 'on vacation' or 'taking their break'.

Current Sales Team extensions:

- Patrick McShane x227
- Meaghan Lyver x164
- Cassi Braithwaite x174

Section 4: Information to Collect for Call-Ins – See [Call Tracking log](#)

Please be sure to collect the following information:

- Date and time of the call
- First and Last Name of caller
- Who they are inquiring for (themselves, parent, spouse, friend)
- What neighborhood/care type are they looking for (Independent Living, Assisted Living or Memory Care)
- How they heard about New Pond Village (website, ad, event, referral, etc.)
- Summary of their inquiry (tour request, pricing, general information, etc.)
- Phone number and/or email, or address if they are asking for something to be mailed
- Your name or initials

Example note:

“Jane Smith called on 10/13 asking about availability and pricing for her mother. She found us online and would like a call back tomorrow morning. – K.F.”

Section 5: Call Scenario Scripts

The scenarios below illustrate a common type of inquiry you may encounter during a call and suggestions on how to respond:

 Use positive phrases:

- “I’ll be happy to check on that for you.”
- “Let me connect you with the right person.”

 Avoid:

- “I don’t know.” → Instead: “Let me find out for you.”
- “That’s not my job.” → Instead: “Let me direct you to someone who can help.”

#1: Scheduling a Tour

Front Desk:

“Thank you for calling New Pond Village. This is [your name]. How may I assist you today?”

Caller:

“Good morning, I would like to schedule a tour.”

Front Desk:

“I’d be happy to help you schedule a tour. May I place you on a brief hold while I connect with a member of our sales team who can assist further?”

Caller:

“Yes.”

Front Desk:

“Thank you! Please hold for just a moment.”

[Call the sales team and let them know someone is inquiring about a tour. If a sales team member is available, let them know you’ll be transferring [caller’s name] to them.]

Front Desk (after connecting with sales):

“Thank you so much for holding. I’m now going to transfer you to [sales team member name], who will be happy to help schedule your tour. Thank you again for calling New Pond Village—we look forward to welcoming you to our community!”

[Transfer the call]

#2: RSVP’ing to an event

Front Desk:

“Thank you for calling New Pond Village. This is [your name]. How may I assist you today?”

Caller:

“Good morning, I would like to RSVP to [event name].”

Front Desk:

“That’s wonderful—I’d be happy to help you RSVP. May I please have your first and last name? [wait for caller response] Will any guests be attending with you? [wait for caller response, be sure to collect the full name(s) of the guest(s)] And could you also provide your email address and the best phone number to reach you?”

Caller:

[Provides answers]

Front Desk:

“Thank you! Just to confirm, I have [repeat name, number of guests, email and phone number]. Is that correct?”

Caller:

[Confirms]

Front Desk:

“Perfect—you’re all set! We look forward to welcoming you to [event name] on [date/time]. Is there anything else I can assist you with today?”

[Record all RSVP details and email them to the sales team or add to the event tracker.]

#3: Family member calling

Front Desk:

“Thank you for calling New Pond Village. This is [your name]. How may I assist you today?”

Caller:

“I’m calling to check on my mother, Mrs. Johnson.”

Front Desk:

“I’d be happy to help. May I ask your name, please?”

 **If unsure whether the caller is an authorized contact, say:**

“For privacy reasons, I can connect you with the nurse or resident care office who can assist with updates.”

Section 6: In-Person Interactions & Visitors

Treat every interaction as important:

- Whether it’s a delivery driver or the CEO, greet everyone with the same courtesy.
- Use eye contact and smile when residents approach the desk.
- Always stand or sit upright—posture reflects attentiveness and respect.
- Inquire about where visitors parked.
- Offer refreshments and create a comfortable environment upon guests' arrival.

Section 7: Frequently Asked Questions

Q: How many apartments are there at New Pond Village?

A: New Pond Village has 139 Independent Living, 49 Assisted Living and 28 Memory Care apartments.

- **Q: Can I visit the community?**

A: Absolutely! The Sales Team can schedule private tours of the campus any day of the week.

- **Q: What activities are available on campus?**

A: Residents can engage in many activities. May I place you on a brief hold while I connect with a member of our sales team who can share more information about the activities available?”

- **Q: What types of residences are available at New Pond Village?**

A: New Pond Village offers spacious one- and two-bedroom apartment homes with various floor plans and all have an outdoor space. May I place you on a brief hold while I connect with a member of our sales team who can share more information about options available?”

- **Q: Is New Pond Village pet-friendly?**

A: Yes! We welcome four-legged family members. Pets are an important part of what makes New Pond Village the warm and welcoming community that it is.

- **Q: How can I join the waitlist for New Pond Village?**

A: Let me connect you with a member of the sales team who can walk you through the steps to join our Premier Access Club waitlist.

- **Q: What health services are available on campus?**

A: Our community offers three distinct care types, ensuring that every resident can find the ideal environment to thrive: Independent Living, Assisted Living and Memory Care. May I place you on a brief hold while I connect with a member of our sales team who can share more information about options available?

- **Q: Do residents have to move to another community if they need more care?**

A: No. As a Lifecare community, residents can receive increasing levels of care without leaving New Pond Village. Let me connect you with a member of the sales team who can provide the details on each level of care.

- **Q: How is the dining experience at New Pond Village?**

A: At New Pond Village, you can expect a variety of healthy, delicious cuisine made by a team of professionally trained chefs. Our dining experience includes our main dining venue, the Colonial Room for private dining, the Bistro for casual dining and the Village Club bar.

- **Q: Who owns and manages New Pond Village?**

A: New Pond Village is proud to be owned and operated by Benchmark Senior Living. Benchmark is one of the leading providers of senior living in the country, with communities located throughout the Northeast.