

2026

Customer Experience Award

**We're a winner!**



**CUSTOMER  
EXPERIENCE**

**AWARD  
2026**

Awarded by

 **Activated Insights**



February 26, 2026

## FOR IMMEDIATE RELEASE

### **WEL-Life at Scottsbluff Assisted Living Receives 2026 Customer Experience Award from Activated Insights**

SCOTTSBLUFF – WEL-Life at Scottsbluff Assisted Living is proud to announce that it has received a 2026 Customer Experience Award from Activated Insights, the leading provider of training, recruitment, retention, experience management and recognition tools to improve and grow long-term and post-acute care organizations. This recognizes WEL-Life’s outstanding performance in Overall Satisfaction, Dining Service, Activities, Move-in Process, Recommend to Others and Overall Customer Experience and places the community among the top care providers nationwide.

“It is our pleasure to congratulate WEL-Life at Scottsbluff for their well-deserved achievement in winning the Customer Experience Award,” said Bud Meadows, Chief Executive Officer of Activated Insights. “It’s wonderful to see the hard work that WEL-Life is putting in to provide high-quality care – their effort isn’t going unnoticed. This award allows them to provide proof of quality to potential new clients and caregivers.”

Qualifying for the Customer Experience Award signifies that WEL-Life has consistently ranked within the top 15 percent of care providers across the nation over the past 12 months. This achievement underscores their commitment to delivering exceptional experiences to residents and their families.

“This recognition speaks directly to the experience families have from the very beginning,” said Jennifer Coffman, Executive Director. “From a smooth move-in process to engaging activities and attentive dining service, our team is intentional about creating an environment where residents feel welcomed, satisfied and confident recommending us to others.”

Throughout the year 2025, WEL-Life engaged residents and their families in monthly telephone interviews. These conversations included open-ended questions and ratings across various categories. WEL-Life used this feedback to guide improvements and strengthen the overall customer experience.

“As a nurse, I see how important those daily experiences are,” said Charlee Guadarrama, RN Director of Healthcare Services. “When residents are satisfied with their meals, involved in activities and feel supported from day one, it builds trust. This award affirms that our team’s focus on the full customer experience is making a meaningful difference.”

To find out more about WEL-Life at Scottsbluff’s commitment to excellence, please visit [www.wlscottsbluff.com](http://www.wlscottsbluff.com) or call 308-632-1760.



QUALITY CARE WITH RESPECT, DIGNITY AND KINDNESS

617 West 33<sup>rd</sup> Street • Scottsbluff, NE 69361 [www.wlscottsbluff.com](http://www.wlscottsbluff.com) p: 308.632.1760 f: 308.632.1782

# Customer Experience

Each month, Activated Insights conducts thousands of phone-based satisfaction interviews to residents, patients, and their families to evaluate them on 12–16 service categories. Providers are rated on communication, dignity, safety, food quality, and more. Those who score in the top 15% of each service category earn a Customer Experience Award™. Providers who maintain high scores across multiple categories throughout the year earn a Best-in-Class distinction for their excellent care.



## HOW WE DID IT:

- ✓ Committed to providing quality senior care services by listening to and incorporating patient and resident feedback
- ✓ Score in the 85th percentile or above out of 2,700 care providers and 150,000 satisfaction interviews
- ✓ Using service for one quarter to obtain the Customer Experience Award and one calendar year to obtain Best-in-Class



WEL-Life at Scottsbluff Assisted Living  
617 West 33rd Street  
Scottsbluff, Nebraska 69361  
**308-632-1760**

We know that trust must be earned.

# Customer Experience Award™ and Best-in-Class

## What does it mean to be awarded an Activated Insights, Customer Experience Award™?

***Activated Insights' Customer Experience Awards are given to providers who excel in providing exceptional customer experiences for their patients and residents.***

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## What's required to qualify?

- ☑ Must have been using service for at least one quarter to obtain the Customer Experience Award™
- ☑ Must have been using service for over the course of a calendar year to obtain Best-in-Class
- ☑ Must score in the 85th percentile or above
- ☑ Must be committed to providing quality senior living services by listening to and incorporating client feedback

Awarded by:

 **Activated Insights**





**Activated Insights**  
customersupport@activatedinsights.com  
877.307.8573 | activatedinsights.com

**February 12, 2026**

To whom it may concern,

Activated Insights, a nationally recognized customer satisfaction firm, conducted interviews with Wel Life At Scottsbluff customers over the past year, assessing satisfaction across multiple service aspects.

From the results of these interviews, Activated Insights has determined that Wel Life At Scottsbluff has qualified for a **Customer Experience Award™** in the following service areas:

- Overall Satisfaction**
- Dining Service**
- Activities**
- Move-in Process**
- Recommend to Others**
- Overall Customer Experience**

Earning the Customer Experience Award shows that Wel Life At Scottsbluff consistently ranks among the top 15% of care providers nationally. This reflects their strong dedication to continuous improvement and exceptional care, securing their position among the top care providers nationwide.

Activated Insights congratulates the staff of Wel Life At Scottsbluff for this well-deserved honor.

**Bud Meadows**  
*CEO*  
Activated Insights

2026



 **Activated Insights**

## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### WEL LIFE AT SCOTTSBLUFF

for achieving best-in-class  
customer satisfaction standards in

### OVERALL SATISFACTION

A handwritten signature in black ink, appearing to read "BOW" with a long horizontal stroke extending to the right.

BUD MEADOWS, CEO

2026



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### DINING SERVICE

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### ACTIVITIES

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### MOVE-IN PROCESS

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### RECOMMEND TO OTHERS



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### OVERALL CUSTOMER EXPERIENCE

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BUD MEADOWS, CEO