



HOW TO INCREASE YOUR CARE ENQUIRIES

Tom Hill

IN THIS WEBINAR

- What is important to care seekers?
- Profile Completeness – key profile information and profile content
- Review Generation – profile visibility and care seeker engagement
- Where can I see my lead generation and care leads log?

WEB TRAFFIC / REVIEWS

In the last 12 months...

Web Traffic

Over 15 million web visits

Reviews Service

78,000 reviews submitted by service users & friends/family
37,000 responses from care home providers

Care Home Enquiries

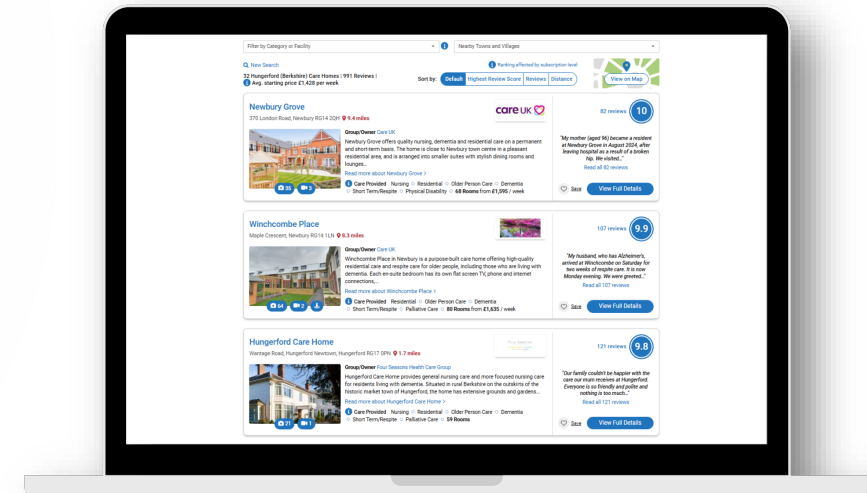
1,000,000 website referrals
400,000 phone calls
100,000 emails, tour bookings and brochure requests

Number 1 care home review website with over 365,000 reviews

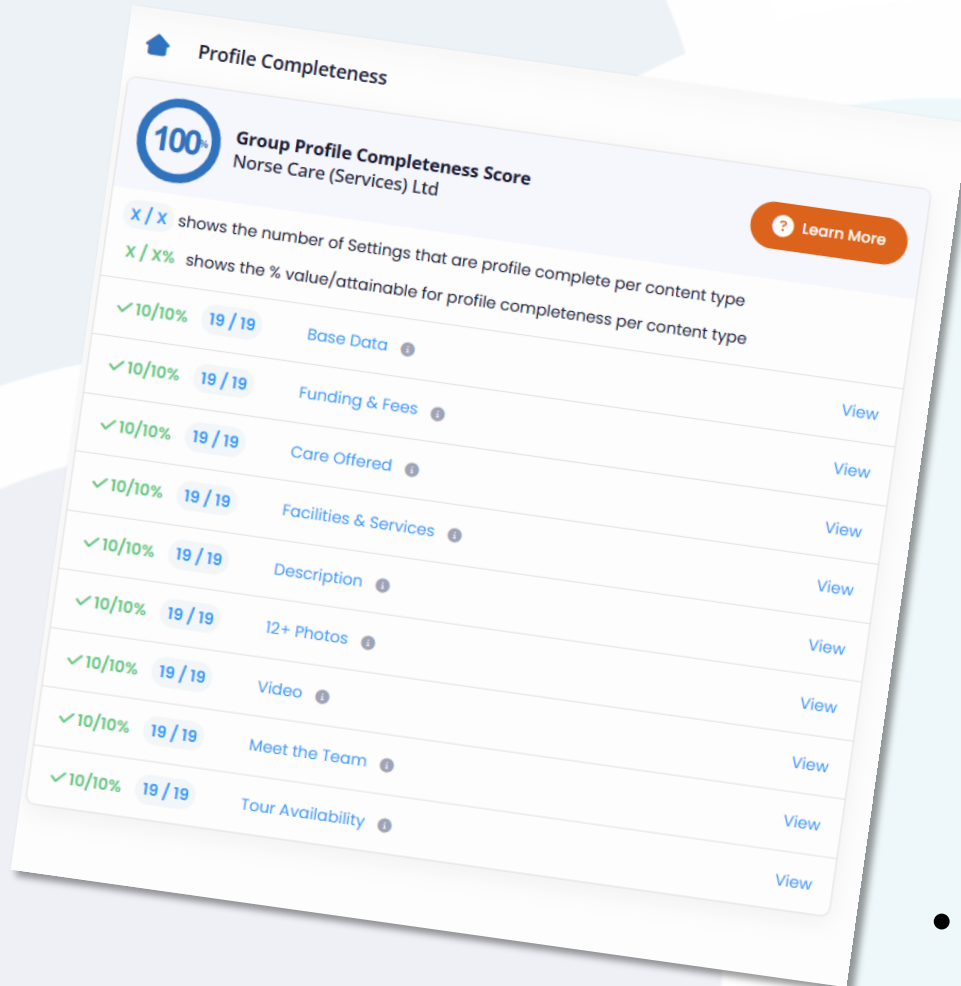


WHAT IS IMPORTANT TO CARE SEEKERS?

- What care homes are nearby?
- Do they provide the right care for Mum or Dad?
- Do they accept our funding type / can we afford them?
- Life in the care home – does it look nice?
- What do other residents and their families say about the home?



HOW CAN CARE HOMES ANSWER THESE QUESTIONS?



Review us on carehome.co.uk

the leading care home review website



Please take a moment to review us on carehome.co.uk

- We welcome residents/service users and their family/friends to submit reviews to carehome.co.uk
- Staff or people with a professional connection to the care provider cannot submit reviews
- This is not a formal complaints procedure, for complaints contact the care provider or relevant regulatory authority
- Before publication, we check that all reviews comply with our Review Policy and we show all reviews to care providers
- It can take up to 30 days for a review to be published or deemed non-compliant
- Reviews are published on carehome.co.uk and potentially other selected websites
- Our full Review Policy can be viewed on carehome.co.uk/reviews
- For assistance, call 01488 684321 or email reviews@carehome.co.uk

[carehome.co.uk](#)

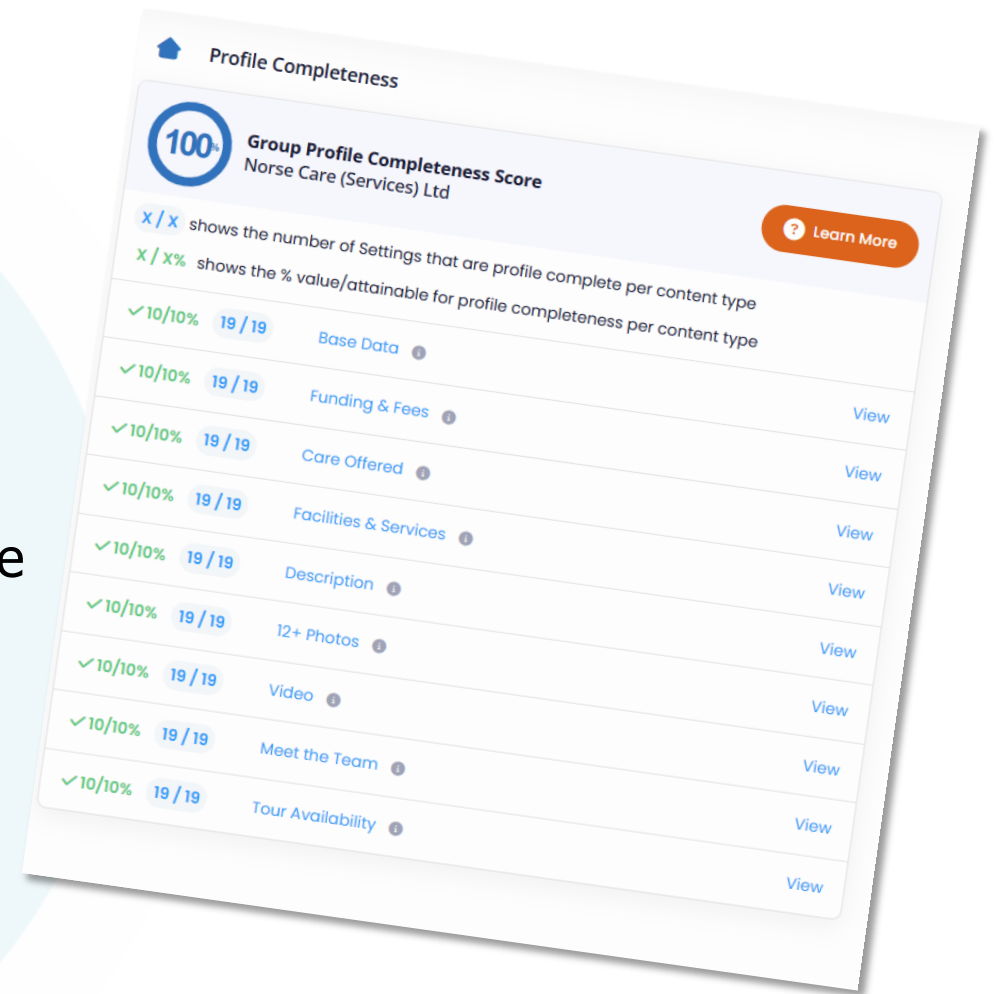
- Detailed profile content
- Regular reviews from residents and their family & friends

WHAT IS PROFILE COMPLETENESS?

Profile Completeness helps care homes to prioritise:

- Key profile information required by care seekers when searching for care
- Important content which shows life in the care home

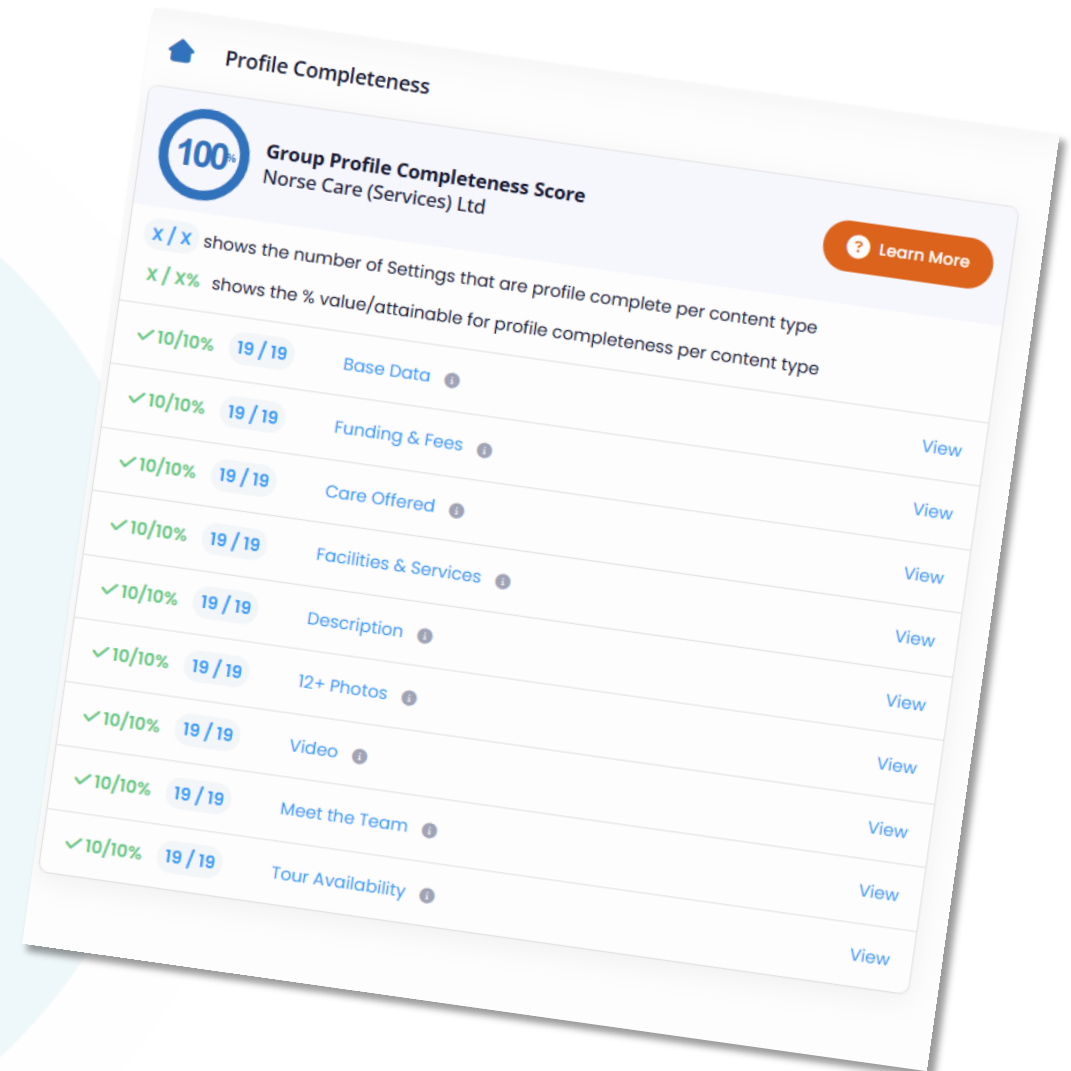
Profiles that are 100% complete perform better than those that are missing content or key information



PROFILE COMPLETENESS

The most important pieces of information for care seekers searching carehome.co.uk are...

- Base Data
- Funding & Fees
- Care Offered



BASE DATA & CARE OFFERED

Care Offered

- Primary Care Categories
- Care Types Provided
- Dementia Care Types
- Other Care Provided

Base Data

- Bed & Room Info
- Admission Criteria
- Care Home Design/Build

Manor House, Birmingham < Care Homes in Birmingham

[Request Tour](#) [Visit Website](#) [Send Email](#) [View Phone Number](#) [Request Brochure](#) [Jobs](#)

[Overview](#) [Reviews \(98\)](#) [Gallery \(18\)](#) [Performance](#) [Bed Vacancies](#) [Awards \(10\)](#) [News \(22\) & Events \(0\)](#) [Team \(1\)](#)

Care Provided by Manor House

- Primary Care Categories**
 - Dementia
 - Mental Health Condition
 - Older Person Care
 - Physical Disability
 - Respite Care
 - Sensory Impairment
 - Younger Adults
- Care Types Provided**
 - Dementia Residential Care
 - Residential Care
 - For a maximum of 37 Service Users
 - Privately Owned
- Dementia Care Types**
 - [What are the different dementia care types?](#)
 - Mild Dementia
 - Moderate Dementia
 - Advanced/Complex Dementia
- Care Offered**
 - Alzheimer's
 - Epilepsy
 - Hearing Impairment
 - Orthopaedic
 - Parkinson's Disease
 - Speech Impairment
 - Visual Impairment
- Other Care Provided**
 - Own GP if required

Local Authority / Social Services

Birmingham City Council ([click for contact details](#))

Admission Criteria

- Ages 18+

Room Information

- Single Rooms (37)
- Single Rooms with ensuite Wet Room (19)

Care Home Design/Build

- Purpose Built: No
- Last Refurbishment: 1997

Funding & Fees Guide for Manor House

Funding Types Accepted

- ✓ Self funding (Private)
- ✓ Local Authority with Top-Up
- ✓ Local Authority
- ✓ NHS Continuing Healthcare (CHC) Funding

Weekly Charges per Person

- Self-Funded Residential Care £1,200 – £1,200
- Self-Funded Residential Dementia Care £1,200 – £1,200
- RESPITE Self-Funded Residential Care £1,200 – £1,200
- RESPITE Self-Funded Residential

Facilities

- ✓ Bar/Café
- ✓ Close to Local shops
- ✓ Gardens
- ✓ Lift
- ✓ Near Public Transport
- ✓ Own Furniture if required
- ✓ Pet Friendly (or by arrangement)
- ✓ Phone Point in own room
- ✓ Residents Internet Access
- ✓ Residents Kitchenette
- ✓ Smoking not permitted
- ✓ Stairlift
- ✓ Television point in own room
- ✓ Wheelchair Access

Visiting

Anytime, except protected meal times, meal times are:
13:00-14:00
17:00-18:00
Relatives welcomed to dine with residents during meal times.

Parking

09 free parking space available

FUNDING & FEES

- Funding & Fees is crucial to care seekers search journey
- Funding information immediately identifies whether the care home is suitable
- Fees information helps to make informed decisions at the point of enquiry

Please select one of the options below

We strongly recommend that you provide your self-funded fees information to help the care seeker, to receive more relevant enquiries and to receive enquiries faster from our care help team. Please do not deduct any contribution from NHS Funding Nursing Care (FNC).

Self-Funded Residential Care	From £ <input type="text"/>	To £ <input type="text"/>	weekly charges per person (rounded to the nearest pound)
Self-Funded Residential Dementia Care	From £ <input type="text"/>	To £ <input type="text"/>	weekly charges per person (rounded to the nearest pound)
Self-Funded Nursing Care	From £ <input type="text"/>	To £ <input type="text"/>	weekly charges per person (rounded to the nearest pound)
Self-Funded Nursing Dementia Care	From £ <input type="text"/>	To £ <input type="text"/>	weekly charges per person (rounded to the nearest pound)
RESPIRE Self-Funded Residential Care	From £ <input type="text"/>	To £ <input type="text"/>	weekly charges per person (rounded to the nearest pound)
RESPIRE Self-Funded Residential Dementia Care	From £ <input type="text"/>	To £ <input type="text"/>	weekly charges per person (rounded to the nearest pound)
RESPIRE Self-Funded Nursing Care	From £ <input type="text"/>	To £ <input type="text"/>	weekly charges per person (rounded to the nearest pound)
RESPIRE Self-Funded Nursing Dementia Care	From £ <input type="text"/>	To £ <input type="text"/>	weekly charges per person (rounded to the nearest pound)

Fee Comment

(e.g. what is included or excluded in your standard fees such as hairdressing, as well as your policy on top ups and any other relevant fees information)

Funding & Fees Expand All

Funding Types Accepted

Self Funding (Private)	Yes	included in profile completeness
Local Authority with Top Up	Yes	included in profile completeness
Local Authority	Yes	included in profile completeness
NHS Continuing Healthcare (CHC)	Yes	included in profile completeness

Fees Info For Self-Funded Older Person Care (Weekly Charges Per Person)

We offer self-funded older person care	Yes
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WHY IS IT SO IMPORTANT? NEW WEBSITE FILTERS

The screenshot displays the carehome.co.uk website interface. At the top, there is a navigation bar with links for 'Care Search', 'Care Advice', 'Job Search', and 'For Providers'. A user account section on the right includes 'My Account' and a 'Log In' button. Below the navigation bar, a blue header contains 'Care Homes', 'Other Care Settings', 'Groups / Owners', 'Care Helpline', 'Awards', and 'Submit a Review'. The main content area is titled 'Care Homes in Devon' and features a grid of five care home listings: Moorland Garden Nursing Home (9.9 rating), Halwill Manor Nursing Home (9.7 rating), Watermeadow Grange (9.9 rating), Rose Lawn (9.8 rating), and Dove Court (10 rating). Each listing includes a photo and a rating badge. Below the listings, there are filter options for 'Care Homes for Older People', 'Care Homes for Younger Adults', and 'All Care Homes', along with a search box for location. A section for refining results includes dropdown menus for 'Any Type of Care', 'Any Length of Stay', 'Any Funding Type', and 'Any Price Range'. The 'Any Length of Stay' dropdown is expanded, showing options for 'Permanent (Long Stay)' and 'Respite (Short Stay)'. The 'Any Funding Type' dropdown is also expanded, showing options like 'Privately funded (self pay)', 'Local authority', and 'NHS'. The 'Any Price Range' dropdown is expanded, showing options from 'Below £1000' to '£2500+'. A 'Reset these filters' button is also visible. Below the filters, a detailed listing for 'Anchor's Manor Court' is shown, including a photo, a description, and a 'View Full Details' button. The bottom of the page shows another listing for 'The Homestead' with a 10 rating and 44 reviews.

carehome.co.uk

Care Search Care Advice Job Search For Providers

My Account Log In

Care Homes Other Care Settings Groups / Owners Care Helpline Awards Submit a Review

UK Care Home Search / Care Homes in England / Care Homes in South West England / Care Homes in Devon

Care Homes in Devon

Features Why do Features display here?

- Moorland Garden Nursing Home (9.9)
- Halwill Manor Nursing Home (9.7)
- Watermeadow Grange (9.9)
- Rose Lawn (9.8)
- Dove Court (10)

Select the type of care home you are looking for:

- Care Homes for Older People (Care for adults aged 65+)
- Care Homes for Younger Adults (Specialised care for 18-65)
- All Care Homes

Enter a location

Refine the results if you know your requirements - If you need some help or have any questions, call our care search experts on 01488 684321

Any Type of Care Any Length of Stay Any Funding Type Any Price Range

- Any Type of Care
 - Any Type of Care
 - Residential Care
 - Nursing Care
 - Dementia Residential Care
 - Dementia Nursing Care
- Any Length of Stay
 - Any Length of Stay
 - Permanent (Long Stay)
 - Respite (Short Stay)
- Any Funding Type
 - Any Funding Type
 - Privately funded (self pay)
 - Local authority
 - Local authority with top up
 - NHS
- Any Price Range
 - Any Price Range
 - Below £1000
 - £1000 - £1500
 - £1501 - £2000
 - £2001 - £2500
 - £2500+

Reset these filters

Group/Owner Anchor

Anchor's Manor Court is situated in Efford just outside Plymouth and benefits from good road and public transport links. The home provides residential and care for older people living with dementia for up to 37 residents, in homely and comfortable...

Read more about Manor Court >

Care Provided Residential Older Person Care Dementia Short Term/Respite 37 Rooms from £1,050 / week

58 reviews 10

"My mum has been in the care home since mid-July. Her care has been excellent. She has a lovely room and is very well looked after. Mum has..."

Read all 58 reviews

View Full Details

The Homestead 44 reviews 10

WHY IS IT SO IMPORTANT - CARE HELP TEAM

- The Care Help Team send hundreds of care enquiries each week
- They use carehome.co.uk to provide shortlists for care seekers based on your profile information
- Low Profile Completeness means a delay / exclusion from delivering enquiries

Let us help you find the right care home

Our dedicated **Care Help Team** provide a free, personalised shortlisting service.



For a free shortlist of suitable care homes

Call 01488 501137 or request a call back

Monday - Friday • 9am - 5pm

The service from carehome.co.uk is free. Calls are charged at your local rate.

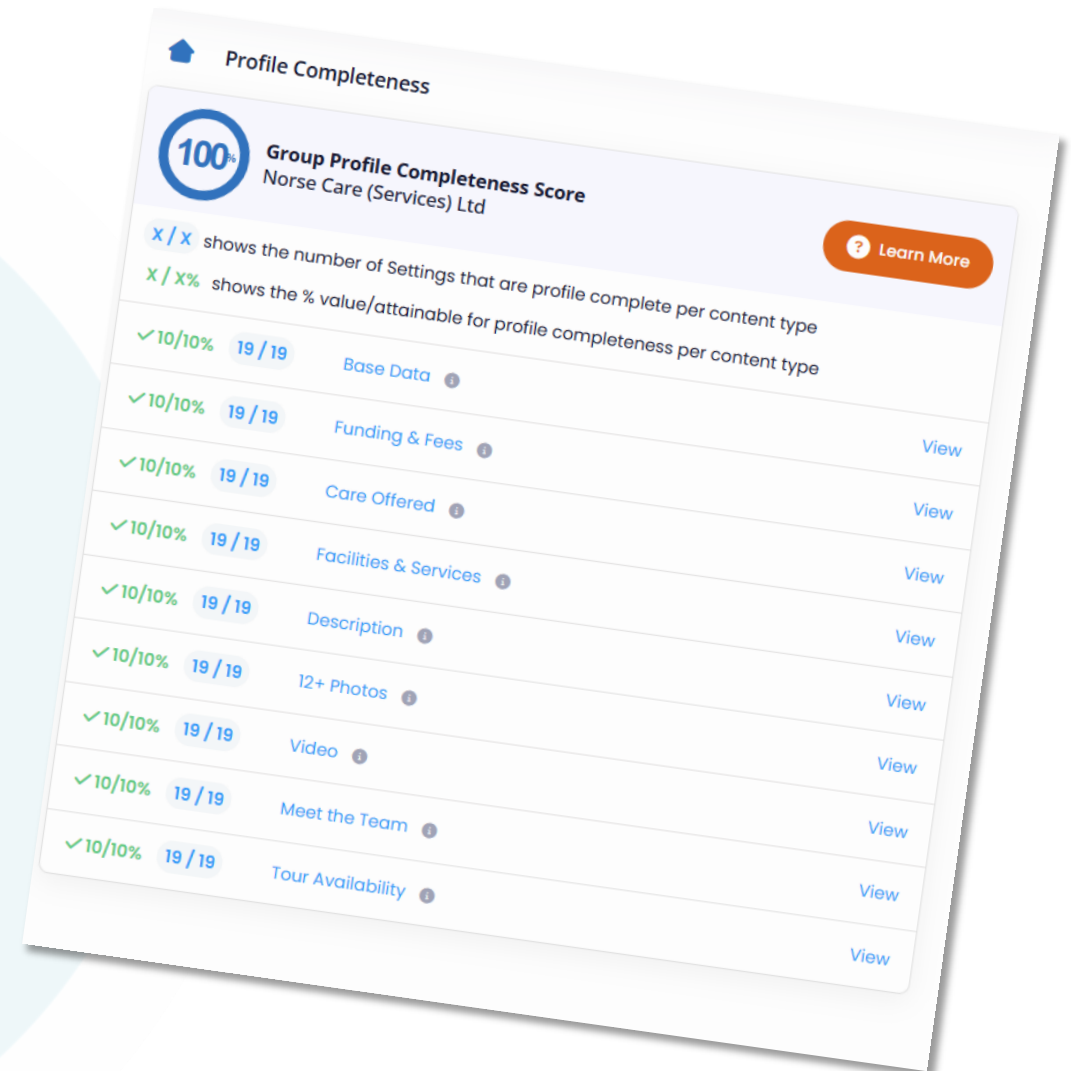
"The carehome.co.uk website and staff were so helpful. I had been using the website to find a home and read the reviews before contacting the Care Help team for a shortlist. They listened to my father's needs and wishes before sending me information on additional homes, which then contacted me. My father is due to move-in to one of the homes you suggested that I hadn't previously considered."

Marylyn, January 2025

PROFILE COMPLETENESS

The best ways to show of life in the care home are...


- A Description
- 12+ Photos
- Videos
- Meet the Team
- Tour Availability



DESCRIPTION

- First impression of your care home and a snapshot of your setting
- Showcase the services you provide
- Highlights facilities residents can enjoy
- Explain how your activities benefit resident wellbeing

[Overview](#) [Reviews \(45\)](#) [Gallery \(13\)](#) [Performance](#) [Bed Vacancies](#) [Awards \(0\)](#) [News \(0\) & Events \(0\)](#) [Team \(1\)](#)



[All Photos 13](#) [Video 1](#) [360 Tour](#)

New purpose-built wing added to existing Grade 11 listed Chapel, which has also been completely refurbished to extremely high standards.

All large bedrooms with flat-screen smart TV, and en-suite shower rooms, for Residential, Dementia and Nursing Care.

Chapel Care Centre has a highly trained staff team to support residents in all aspects of their daily living. They offer a range of activities to suit most tastes.

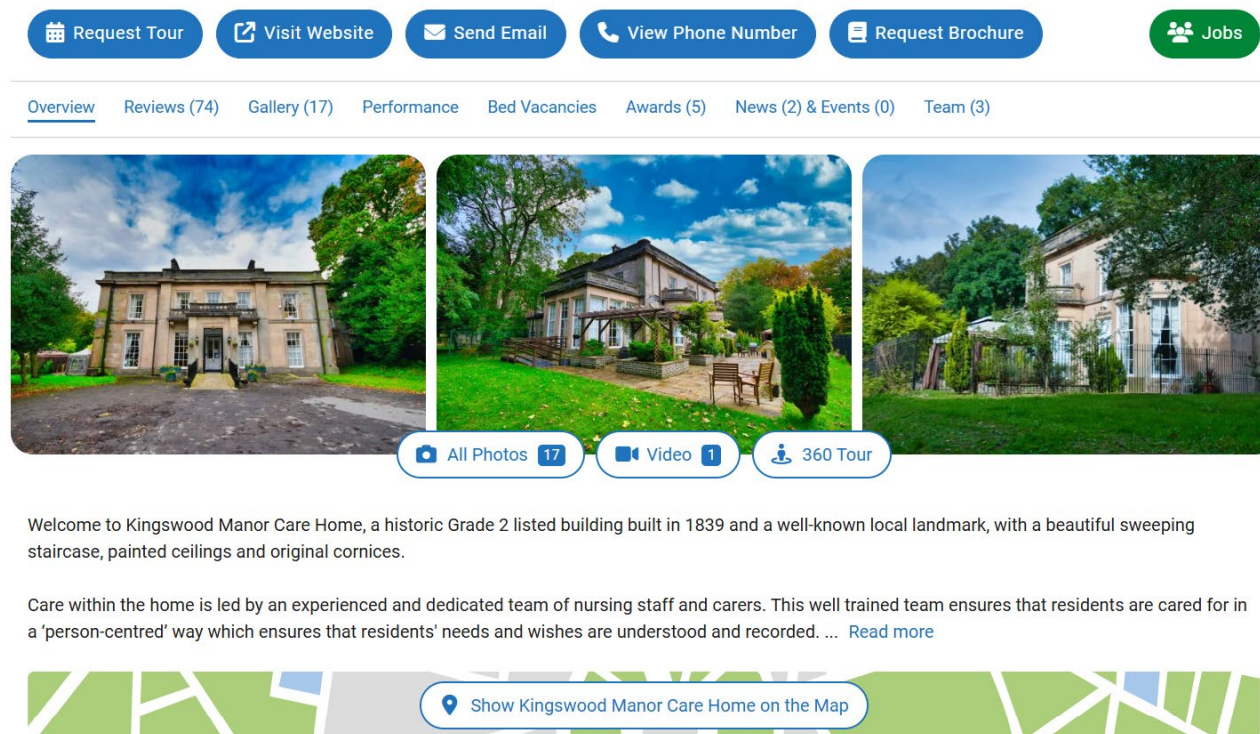
Chapel Care Centre has close links with the nearby hospital and GP service, with regular GO rounds being undertaken each week.

All meals are freshly prepared on-site by the home's chefs. Residents can choose from the menu daily, or choose an alternative should they wish. Drinks and snacks are widely available throughout the day and night.

[Read less](#)

12+ PHOTOS

- Photos can show happy residents, a welcoming care home, activities and your friendly team
- Good quality images are important for care seeker engagement
- Profiles with 12 or more photos generate more enquiries



The screenshot shows a user interface for a care home profile. At the top, there are five blue buttons: 'Request Tour', 'Visit Website', 'Send Email', 'View Phone Number', and 'Request Brochure', followed by a green 'Jobs' button. Below these is a navigation bar with links for 'Overview', 'Reviews (74)', 'Gallery (17)', 'Performance', 'Bed Vacancies', 'Awards (5)', 'News (2) & Events (0)', and 'Team (3)'. The main content area features three large photographs of the care home building. Below the photos are three buttons: 'All Photos 17', 'Video 1', and '360 Tour'. Below the photos, there is a paragraph of text: 'Welcome to Kingswood Manor Care Home, a historic Grade 2 listed building built in 1839 and a well-known local landmark, with a beautiful sweeping staircase, painted ceilings and original cornices.' Below this is another paragraph: 'Care within the home is led by an experienced and dedicated team of nursing staff and carers. This well trained team ensures that residents are cared for in a 'person-centred' way which ensures that residents' needs and wishes are understood and recorded. ... [Read more](#)'. At the bottom, there is a button that says 'Show Kingswood Manor Care Home on the Map'.

MEET THE TEAM

- Allows care seekers to virtually meet you and your team before sending an enquiry
- It gives them an insight into the quality of care they can expect
- Highlights your team's experience and qualifications



Charlotte Goodfellow

Job Title: Home Manager

Joined: 2019

Charlotte qualified as an Adult Registered Nurse from the University of Southampton in 2014 and began her nursing career in an Accident and Emergency Department. Whilst she loved the excitement and adrenaline of working an A&E, she found herself wanting to spend more time with her patients and their families. So, she decided to discover what other avenues were available outside of the acute hospital setting.

In March 2019, Charlotte joined Park Avenue as a Bank Nurse, and found this new direction exceptionally satisfying. In October 2019, Charlotte took up the position of Deputy Manager at Park Avenue Care Home, before moving to a leadership capacity in a sister home in November 2020. Now, she has returned to Park Avenue as Home Manager, and looks forward to partnering with the people who live in our homes, their families and friends.

TOUR AVAILABILITY

- Enables care seekers to request care home tours
- These enquiries are among the strongest types of enquiries generated for care homes

Once activated you can:

- Generate on-site and remote tours requests
- Set days and times that tours can be requested
- Set a message detailing how long tours take

✓ Profile Complete For Tour Availability

Tour Types Currently being Offered

⚠ The Days & Time Ranges selected below will dictate what Days and Time can be selected on the tour request form on your profile page. These are guideline Day and Time ranges, and you will be required to confirm availability directly with the contact who filled in the request form (the form submission will be emailed to you).

Onsite Tours - Tours conducted at the Care Home

Available Days

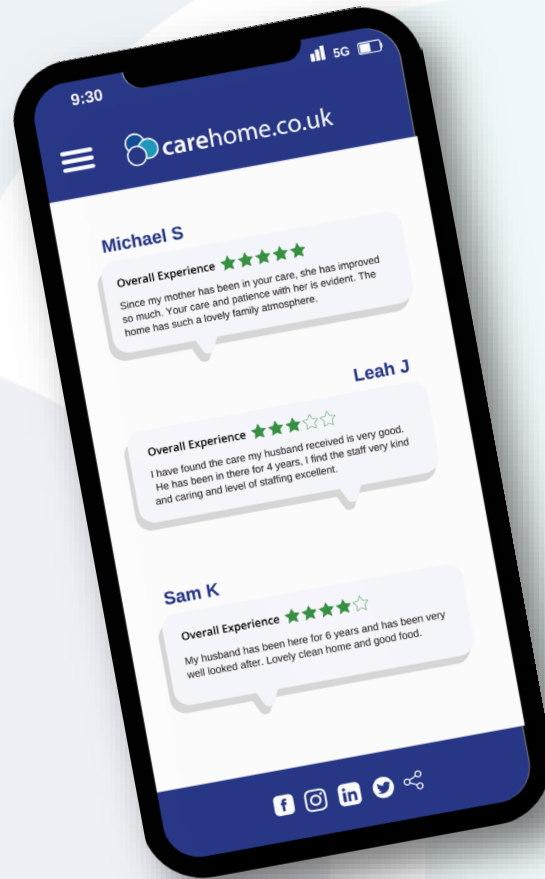
Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Available Time Range From: To:

Onsite Tours Info

Please include typical length of the tour, maximum number of participants, and any other information you think may help (eg arrive 10 minutes before, brief details about the tour / what to expect etc) **Please Do Not include** Phone Numbers / Email Addresses / Website Addresses, or non-informative text such as 'please contact us for more information' - these will all be edited out.

REVIEWS – THE EXPERIENCES OF RESIDENTS & FAMILIES



Review us

on carehome.co.uk
the leading care home review website



Please take a moment to review us on carehome.co.uk

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 carehome.co.uk

IMPORTANCE OF REVIEWS AT CAREHOME.CO.UK

- Empowers care seekers to make informed decisions
- Builds trust with care seekers
- Opportunity to learn from residents and their family's feedback
- Care seekers are more likely to engage with care homes profiles that have up-to-date reviews
- Best way to increase visibility and chances of receiving more care enquiries

Review from Paul C (Son of Resident) published on 7 March 2025

Submitted via Postal Card • [Report](#)

Overall Experience ★★★★★

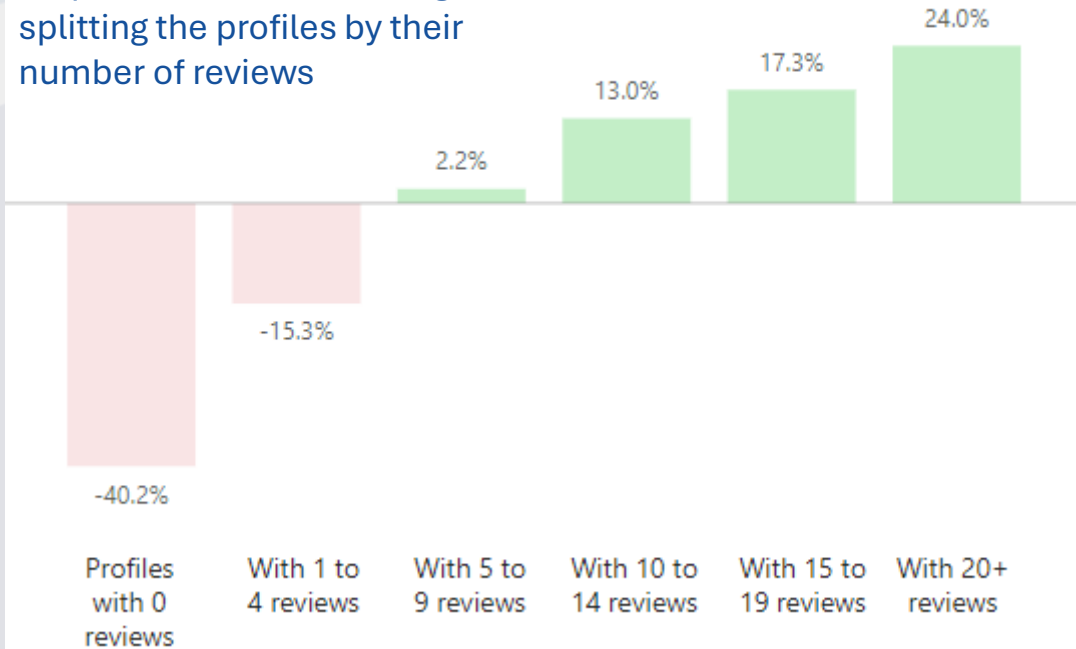
The staff are all friendly, helpful and kind. I cannot speak too highly about the way my father has been cared for. There is nothing that is too much trouble and during what is a difficult period the care staff have always had time to keep the family informed. I have already recommended the home to a friend who's mum now lives here.



REVIEWS & ENQUIRIES

Profiles with more reviews

% increase or decrease in enquiries vs the site average, splitting the profiles by their number of reviews



Above the site average

Below the site average

Profiles with 20+ reviews get 24% more enquiries than the site average

TOOLS TO GENERATE REVIEWS

Review cards | Invite to review links | QR posters | Submit a review



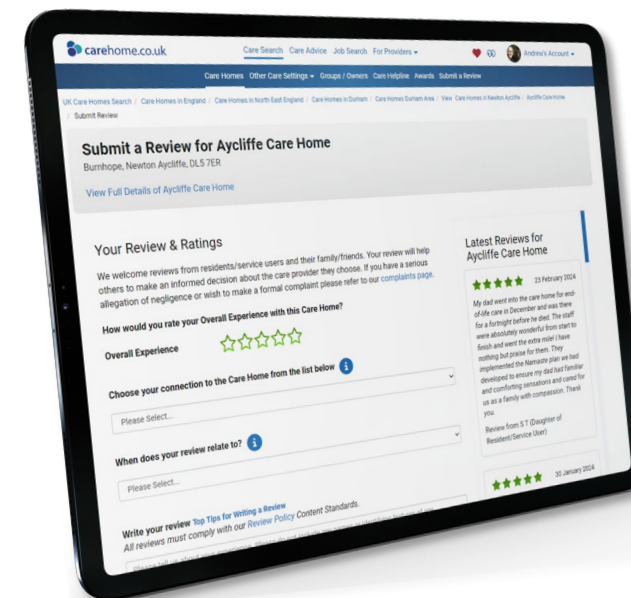
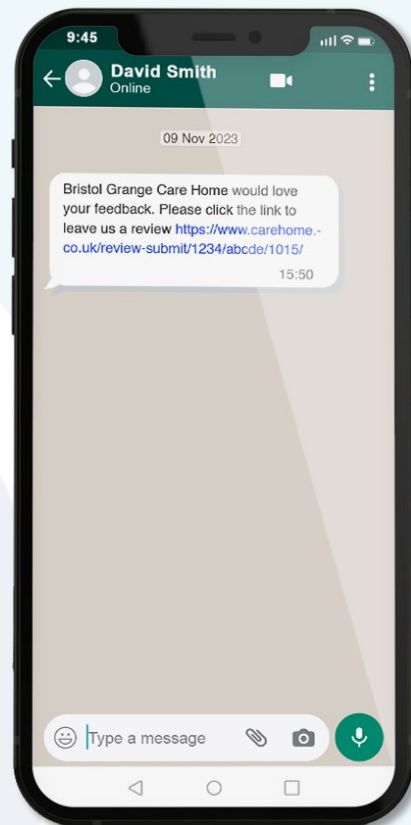
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RESPONDING TO REVIEWS

- Helps build relationships with reviewers
- Shows that you have taken onboard and value their feedback
- Creates a positive impression for care seekers looking for a care home who not only read reviews but like to see how the care home respond
- Always ensure that you make your response relevant, personal and most importantly it is not generic
- No one expects a care home to receive 100% positive feedback
- A negative review with a positive response can lend more authenticity and credibility to your other reviews

Review of **Rose Garden** from Deborah W (Daughter of Resident) published on 19 February 2025

Submitted via Postal Card • [Report](#)

Overall Experience ★★★★★

Considering the often challenging behaviour that Mum displays, the staff and management of Rose Garden always demonstrate care, compassion and professionalism. The activities provided are good and varied. It feels more like a community than a care home made up of individual rooms.

↳ Reply from Helen Jones, CEO at Rose Garden

Hello, thank you for taking the time to provide us with your feedback, we really appreciate it. Rose Garden really does feel like a community, or a household as we think of it. It's warm, relaxed and welcoming. That's because, I think, of our lovely colleagues who are exactly the right people to do the work they do. They're fantastic. With my best wishes to your family
Helen

Facilities	★★★★★
Care / Support	★★★★★
Cleanliness	★★★★★
Treated with Dignity	★★★★★
Food & Drink	★★★★★
Staff	★★★★★
Activities	★★★★☆
Management	★★★★☆
Safety / Security	★★★★★
Rooms	★★★★☆
Value for Money	★★★★☆

DISPLAYING REVIEWS ONLINE

Your Profile | Review Widget

9.9 Cherry Wood Grange Care Home has a Review Score of 9.9 (9.946) out of 10, based on 51 reviews in the last 2 years. Over all time Cherry Wood Grange Care Home has 86 reviews. Total of 86, showing 1-20

Overall Experience	Date Published	Reviewer Connection to Cherry Wood Grange Care Home
<input type="checkbox"/> ★★★★★ 83	<input checked="" type="checkbox"/> All Time 86	<input type="checkbox"/> Daughter of Resident/Service User 33
<input type="checkbox"/> ★★★★☆ 3	<input type="checkbox"/> In last 6 Months 9	<input type="checkbox"/> Son of Resident/Service User 15
<input type="checkbox"/> ★★★☆☆ 0	<input type="checkbox"/> In last 12 Months 29	<input type="checkbox"/> Daughter-in-law of Resident/Service User 8
<input type="checkbox"/> ★★☆☆☆ 0	<input type="checkbox"/> In last 2 Years 51	<input type="checkbox"/> Friend of Resident/Service User 5
<input type="checkbox"/> ★☆☆☆☆ 0	<input type="checkbox"/> 2 Years + 35	<input type="checkbox"/> Granddaughter of Resident/Service User 5

Order by: Default

Review from Paul C (Son of Resident) published on 7 March 2025
Submitted via Postal Card • Report

Overall Experience ★★★★★

The staff are all friendly, helpful and kind. I cannot speak too highly about the way my father has been cared for. There is nothing that is too much trouble and during what is a difficult period the care staff have always had time to keep the family informed. I have already recommended the home to a friend who's mum now lives here.

Facilities	★★★★★
Care / Support	★★★★★
Cleanliness	★★★★★
Treated with Dignity	★★★★★
Food & Drink	★★★★★
Staff	★★★★★
Activities	★★★★★
Management	★★★★★
Safety / Security	★★★★★
Rooms	★★★★★
Value for Money	★★★★☆

9.9 carehome.co.uk Review Score for Cherry Wood Grange Care Home
86 reviews

★★★★★ 7 Mar 2025
The staff are all friendly, helpful and kind. I cannot speak too highly about the way my father has...

Paul C (Son of Resident)

★★★★★ 26 Feb 2025
Can not fault any staff or carers. Nursing staff are very caring and loving. Building very clean...

J F (Son-in-law of Resident)

★★★★★ 20 Feb 2025
An amazing experience as always.

Lynne F (Daughter of Resident)

★★★★★ 20 Feb 2025
I am pleased the home got therapy for my husband. Excellent care. Good and caring staff. Lovely and...

Susan F (Wife of Resident)

★★★★★ 23 Jan 2025
This care home is exceptional, from cleanliness through to care provision. Staff and management are...

Jacqui E (Partner of Resident)

[Write a review](#) | [Read all 86 reviews](#)

DISPLAYING REVIEWS OFFLINE

Review score certificate

Review PDF


Cherry Wood Grange Care Home
 Chelmsford CM2 0FZ
 Authority ID: 1-4547624755
 Reviews independently validated by carehome.co.uk

ID	Location	Date Published
1502347	Cherry Wood Grange Care Home (Chelmsford, CM2 0FZ)	07 Mar 2025
<p>The staff are all friendly, helpful and kind. I cannot speak too highly about the way my father has been cared for. There is nothing that is too much trouble and during what is a difficult period the care staff have always had time to keep the family informed. I have already recommended the home to a friend who's mum now lives here.</p> <p> Overall Experience: Excellent Facilities: Excellent Care / Support: Excellent Cleanliness: Excellent Treated with Dignity: Excellent Food & Drink: Excellent Staff: Excellent Activities: Excellent Management: Excellent Safety / Security: Excellent Rooms: Excellent Value for Money: Good </p> <p>Submitted by: Paul C (Son of Resident/Service User) Review relates to February 2025. Submission Method: Postal Card</p>		
1495561	Cherry Wood Grange Care Home (Chelmsford, CM2 0FZ)	26 Feb 2025
<p>Can not fault any staff or carers. Nursing staff are very caring and loving. Building very clean and warm.</p> <p> Overall Experience: Excellent Facilities: Excellent Care / Support: Excellent Cleanliness: Excellent Treated with Dignity: Excellent Food & Drink: Excellent Staff: Excellent Activities: Excellent Management: Excellent Safety / Security: Excellent Rooms: Excellent Value for Money: Excellent </p> <p>Submitted by: J F (Son-in-law of Resident/Service User) Review relates to January 2025. Submission Method: Postal Card</p>		
1494141	Cherry Wood Grange Care Home (Chelmsford, CM2 0FZ)	20 Feb 2025
<p>An amazing experience as always.</p> <p> Overall Experience: Excellent Facilities: Excellent Care / Support: Excellent Cleanliness: Excellent Treated with Dignity: Excellent Food & Drink: Excellent Staff: Excellent Activities: Excellent Management: Excellent Safety / Security: Excellent Rooms: Excellent Value for Money: Excellent </p> <p>Submitted by: Lynne F (Daughter of Resident/Service User) Review relates to January 2025. Submission Method: Postal Card</p>		
1494142	Cherry Wood Grange Care Home (Chelmsford, CM2 0FZ)	20 Feb 2025
<p>I am pleased the home got therapy for my husband. Excellent care. Good and caring staff. Lovely and clean home.</p> <p> Overall Experience: Excellent Facilities: Excellent Care / Support: Excellent </p>		

Page 1 of 14



TYPES OF CAREHOME.CO.UK ENQUIRIES



Book a Tour



View Phone Number



Send Email



Visit Website



Request a Brochure

VERIFIED CARE LEAD LOG

- Dashboard
- Profile
- Reviews
- carehome.co.uk Awards
- Leads / Enquiries new
- Overview
- Verified Care Leads
- Verified Care Lead Log
- Verified Care Lead Analysis
- Call Insights new
- Email Log
- Features
- Jobs
- APIs & Integrations
- Account

Support Centre

Verified Care Lead Log

What is a Verified Care Lead?

- The carehome.co.uk team check your email enquiries, brochure requests, tour requests and phone call transcripts (if 'Call Insights' has been activated). If the enquiry is about a care placement, then a 'Verified Care Lead' will be created, containing as much information as possible about the person needing care and their requirements.
- A 'Verified Care Lead' will usually be generated within the hour (Mon-Fri 9am-5pm) of the enquiry being made.

Select Verified Care Leads for

All Members in the Group

Select a Date Range or [clear all dates](#)

Date From
13 Mar 2024

Date To
13 Mar 2025

Source

- Care Enquiry via Care Help Team
- Care Enquiry via Phone
- Tour Request
- Care Enquiry via Email
- Brochure Request

View

Export to CSV

Showing 1 to 100 of 3,022 records [Show/hide the additional details on each care lead](#) Search: 1 2 3 4 5 ... 31 >

	Source	Care Provider	Date	Enquirer	Resident details	Who is in need of care	Type of care	How soon is care needed	Length of stay	Type of funding
<input checked="" type="checkbox"/>	Brochure Request	[Redacted]	13 March 2025 13:10	[Redacted]	Name: N/A Age: N/A Gender: N/A	A parent	Older person residential dementia	Immediately (1 day- 1 week)	Respite/Short-term	Self funding (Private)
<input checked="" type="checkbox"/>	Care Enquiry via Phone	[Redacted]	13 March 2025 12:16	[Redacted]	Name: N/A Age: N/A Gender: N/A	A client	Older person residential dementia	N/A	N/A	N/A
<input checked="" type="checkbox"/>	Care Enquiry via Phone	[Redacted]	13 March 2025 10:53	[Redacted]	Name: N/A Age: N/A Gender: N/A	A parent	N/A	N/A	Permanent/Long-term	N/A
<input checked="" type="checkbox"/>	Care Enquiry via Phone	[Redacted]	13 March 2025 10:48	[Redacted]	Dorothy Marshall Age: N/A Gender: N/A	Another family member	N/A	1- 3 months	Respite/Short-term	N/A

NEW SERVICE - CALL INSIGHTS

Activate Call Insights

[Learn More](#)

Call Insights Benefits:

- **Improve enquiry conversion:** Track and refine your approach based on clear, actionable data from each call.
- **Gain insights into phone enquiries:** Monitor every care enquiry phone call made through your care home profile, gaining in-depth care seeker insights with verified call leads.
- **Receive confirmation of all call enquiries:** Never miss an enquiry! Get a complete overview of all calls received, including detailed recording, transcripts and call data - perfect for staff training and improving call handling skills.

[View our Call Insights FAQ](#)

Once Activated:

- **In-depth overview of all telephone care enquiries:** Recordings and written summaries of all telephone care enquiries are automatically generated. All details and full call recordings will be available here in your Control Panel.
- **Call Log Breakdown:** Receive a comprehensive overview of all calls received, with detailed breakdowns and key call data.
- **Automatic email notification:** Confirmation of telephone care enquiries are sent straight to your Inbox as soon as the 'Verified Care Lead' has been created (usually within an hour of the call being made; Mon-Fri 9am - 5pm).
- **Seamless integration:** Calls will work in exactly the same way (going directly through to your number), and there are no extra call charges for you or the care seeker.

First Name *

Alex

Last Name *

Jones

Email *

alex.jones@tomorrows.co.uk

Job Title *

I confirm I have the authority to activate Call Insights and agree to the [Terms and Conditions](#)

Activate

NEW CALL INSIGHTS SERVICE

Overview Care Placement Enquiries No Details Provided Care Setting Insights

Headlines

Summary

Total Calls

238

Care Placement Enquiry Calls

102

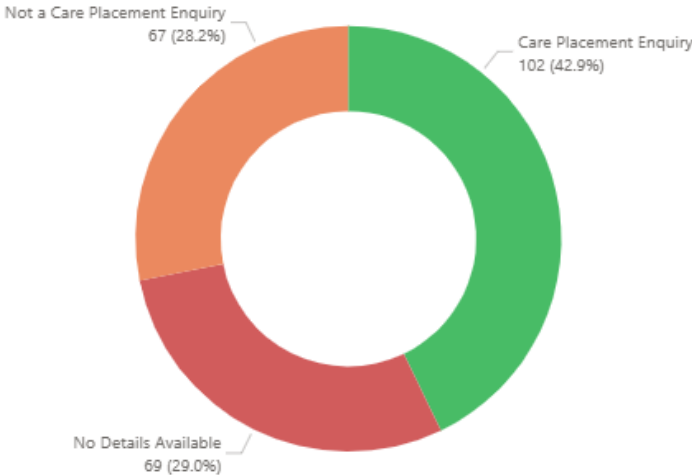
Not a Care Placement Enquiry

67

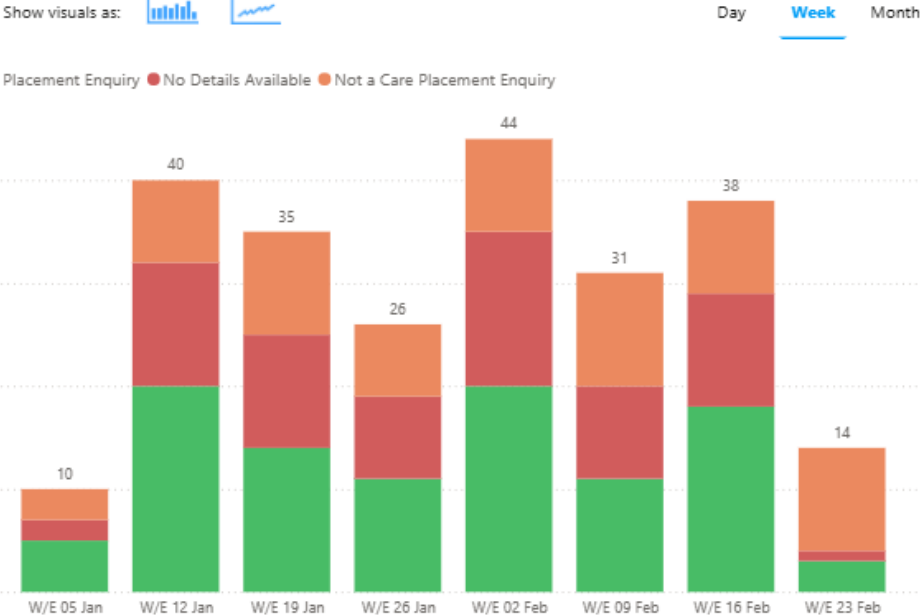
No Details Available

69

% Share of Call Types



Trend of Call Volumes by Type



YOUR DASHBOARD - ACTIONS

Activate Call Insights new

- Included in your current subscription
 - Improve enquiry conversion
 - Gain insights into phone enquiries
- Receive confirmation of all call enquiries

[Learn more / Activate](#)

[Hide notifications](#)

Missing Profile Content required receive more leads

- New website search filters for types of care, funding and fees launching in Mid-March.
- **Please make sure the following three sections are profile complete** to ensure your Care Home(s) continue to appear in all relevant searches and shortlists.

✗ Base Data [Update](#) ✗ Funding & Fees [Update](#) ✓ Care Offered

Reviews

Review Score

9.8

[Review Score Breakdown >](#)

All Reviews

93

[Published Reviews >](#)

Reviews requiring action

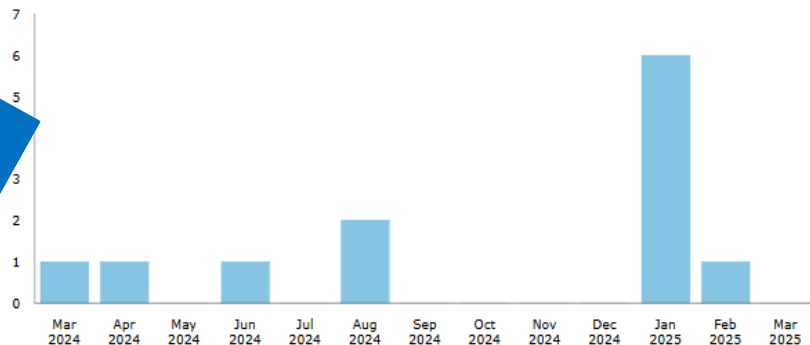
0 [Reviews Pending Publication >](#)

7 [Recent Reviews with no Reply >](#)

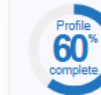


A higher number of recent reviews will likely result in more leads; we recommend aiming for at least 1 review per month

Aberford Hall Care Home has 12 reviews in the last 12 months



Profile Content



Profile Completeness includes the following Content

X / X% shows the % value/attainable for profile completeness

✗ 0/10% Base Data i	View
✗ 0/20% Funding & Fees i	View
✓ 10/10% Care Offered i	View
✓ 10/10% Facilities & Services i	View
✓ 10/10% Description i	View
✓ 10/10% 12+ Photos i	View
✗ 0/10% Video i	View
✓ 10/10% Meet the Team i	View
✓ 10/10% Tour Availability i	View

YOUR ACCOUNT MANAGER

- As part of your subscription your dedicated Account Manager is on hand to support you

Your Account Manager ×

Tom Hill

Any questions, please contact your Account Manager, **Tom Hill**

tom.hill@tomorrows.co.uk
01488 644830 | [Request a Call Back](#)

