

Top Care Provider Drives Digital Transformation by Bringing Disparate Services Under One Umbrella

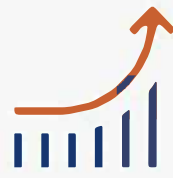
Discover how CriticalRiver helped Australia's leading elderly care provider reinvent customer experience, win industry accolades, and ensure seamless, simplified processes to boost operational efficiency.



IMPACT DELIVERED



1 App
deployed for
multiple services



2x Increase
in efficiency and 50%
increase in loyalty



Received the best
smart care technology
of 2022 award

THE CHALLENGE

The care provider business is complex and challenging, as organizations must be at the high end of performance and deliver superior care to stay relevant. The client provided a wide range of disparate services for the elderly and dealt with multiple providers. As a result, they and their customers used various apps to access services. This proved to be inefficient and cumbersome, bringing down workforce efficiency and tarnishing the brand. They needed a single APP that could assimilate APIs from all providers vis a vis using individual apps for each provider. Also, since the company's consumers were primarily the elderly, using numerous applications for different services diminished the user experience. This led to poor CX, customer churn, and lowered loyalty and revenue.

CRITICALRIVER'S SOLUTION

CriticalRiver's experienced Digital Transformation team collaborated with the client to get insight into their challenge and design an optimal solution that was also cost-effective. The project was initiated and executed without disrupting the client's business. We designed and built a single app that encompassed all their services. The solution features included:

- Staff from various suppliers can use SSO (single sign-on) to log in, simplifying the experience
- With a single scheduling app, users could see and change service schedules
- Ensured customer loyalty with easy to use features, design, and UI

SOLUTION COMPONENTS

- Android and iOS native apps for all user, including employees, clients, and family
- .Net 5 API and web app for backend support
- Swagger support for API testing
- Visual Studio 2019, .Net framework 5, SQL, iOS and Android

THE RESULTS

CriticalRiver demonstrated its expertise on this project that helped the client win an award for the app. Because it was a single app, the suppliers could use a single application that comprised many APIs. The ease of utilizing the app resulted in a more extensive client base.

- The app was named the Best Smart Care Technology of 2022 by Ageing Asia Pte Ltd
- Operations were more streamlined, and efficiency saw a 2X increase
- The use rate of the elderly increased drastically because of the app's simplicity
- Increased customer base and customer loyalty by 50%

AWARD

At the 10th Eldercare Innovation Awards, one of our project implementations garnered international acclaim. The project was named the winner of the "Best Operational Management Technology Innovation that Enables Independence, Health Monitoring, Operational Efficiency, and Care Support" category.

If you would like to learn more about how we enabled disruption-free Digital Transformation for the client

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