

# Unifying Multi-Provider Care Services into a Single App for Checked In Care



## The Customer

In the highly demanding elderly care industry, organizations must excel in performance and provide exceptional care to remain competitive. Our client, a leading elderly care provider in Australia, offers a range of services, working with multiple providers. "Our solution empowers elderly customers, their staff, and families by seamlessly equipping them with robust 24/7 self-service and communication tools," said Vishnu Narra, CTO at Checked In Care.

## Impact Delivered

- 2x improvement in efficiency
- 50% increase in customer loyalty
- Received the Best Smart Care Technology Award 2022
- Registered a major uptick in elderly user adoption rates

## The Challenge

Diminishing User Experience and High Customer Churn

The organization faced significant challenges as its team, and customers had to navigate multiple apps to access services. This approach proved highly inefficient and cumbersome, resulting in decreased workforce efficiency and negative implications for their brand reputation. "We urgently required a unified application capable of assimilating APIs from all providers, eliminating the need for individual apps for each provider," said Narra.

Moreover, given that a majority of Checked In Care's customers were elderly, the use of multiple applications for different services significantly diminished the overall user experience. Consequently, this led to poor customer experience, increased customer churn, and decreased loyalty and revenue.

## The Solution

Streamlining Operations with CriticalRiver's Single App 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 550 (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

## The Results

Streamlined Processes and Enhanced Usability

CriticalRiver's expertise and dedication to this project yielded significant accomplishments for Checked In Care. By consolidating multiple APIs into a unified application, we enabled suppliers to benefit from streamlined processes and improved usability. Our client's operations have been optimized, empowering them to deliver exceptional care services efficiently and effectively. The key outcomes of our solution implementation were:

- Recognized as the Best Smart Care Technology of 2022 by Ageing Asia
- Operational efficiency witnessed a remarkable 2X increase
- The application's simplicity led to a significant rise in elderly user adoption rates
- Expanded customer base and boosted customer loyalty by 50%