



Your best customers are digital enabled

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As organisations, we are all trying to do more with less – now more than ever. Digital innovation is a fundamental driver in this space, revealing new opportunities to realise efficiencies, diversify your services and revenue, and provide a higher quality experience for customers and employees.

Return on investment is essential, and it's not simply a matter of buying technology and systems and rolling them out ready to use. Every new digital process we design or service we move online only brings dividends if the intended users *can* and *do* actually use it.

According to the recent ACIITC Report, digital health and care technologies “offer significant scope for innovation and creative cross-sector partnerships that support new models of care and support where consumers can connect more easily to programs and care professionals.” And it goes further, stating that “improved uptake of technology and innovation is critical to assist service providers to deliver the high-quality assistance older Australians want and need, now and into the future.”

This makes digitally enabled and confident customers and workers vital to realising the experience and efficiency returns you seek.

At YourLink, we have trained more than 4,500 seniors, carers and care workers. And while there's a gradual shift, many organisations still fail to recognise that without digitally enabled customers, deploying solutions based on assumptions of technology access and capability will only have limited success. We see this every day – and seniors and carers who have access to devices but don't feel confident using them can become easily overwhelmed, feeling more excluded than before.

Getting out of your own way

Understanding and acknowledging the barriers is key to harnessing the full potential of your organisation's digital investment. From an organisational perspective, you must have a clear change management plan that meets the needs of your users and invest not just in devices but in adequately preparing your customers and workers to use them. And while a risk-averse sector might favour a fast return on investment, and there are some quick wins to be had, the focus must shift beyond a 'quick fix' for present needs to equipping your organisation, workers and customers for the long-term evolution.



Every new process or system relies on the user needing to change how they do things. We risk leaving those uncomfortable with digital behind. We can only reap the rewards of digital transformation and drive adoption when we get the foundations right.



By meeting people where they are with their digital skills and supporting them from this unique starting point, you embed a base level of digital confidence that enables them to adapt and embrace the technology. This will unlock the benefits for your customers, workers and organisation. The outcome will be more universal adoption, and with it a reduction in costly, frustrating bottlenecks associated with manual and paper-based processes. You'll see gains in efficiency and productivity, bolstering staff capacity to focus on high-value care activities.

And your customers? When you narrow the gap between what you can offer and their ability to access it, you begin to truly transform the experience of care. This nurtures a better, more fulfilling quality of life – one where your customers have full access to the social, health and wellbeing opportunities the digital world opens up.

Laying a foundation to thrive: BallyCara

At YourLink, our primary focus – and the basis from which we build tailored digital enablement solutions for our partners – is to create a solid foundation for clients to use their devices confidently. We call it 'zero to one'. In most cases, it's not about advanced use. It's about delivering on fundamental skills to personalise a device and access and use everyday apps, as well as providing the support for clients to take their digital adventure in the direction of their choosing.

Our partnership with service provider BallyCara to design and deliver a digital inclusion and social support program for seniors across South East Queensland is achieving just that.



“The world has moved rapidly towards digital to access a broad range of services and social connection opportunities, and there are many within our 75-plus age group that might have a mobile phone but haven't embraced beyond its most basic functions,” says BallyCara Chief Opportunity Officer, Paul Johnson.

“We want to support and equip them to carry out a range of day-to-day business activities and capitalise on the opportunities for social connection with family or friends, enhanced by the visual clues that digital brings.”



YourLink worked alongside BallyCara to develop a bespoke program from program design and strategy, communications, and training for staff and clients to the procurement of iPads and mobile data and ongoing program support. This includes training a dedicated digital mentor on staff, ready to support those receiving an iPad for the first time and those wanting to make more of their existing devices.

“The overall approach is very collaborative and consumer-driven, responsive to individual needs and priority areas for support,” says Johnson.

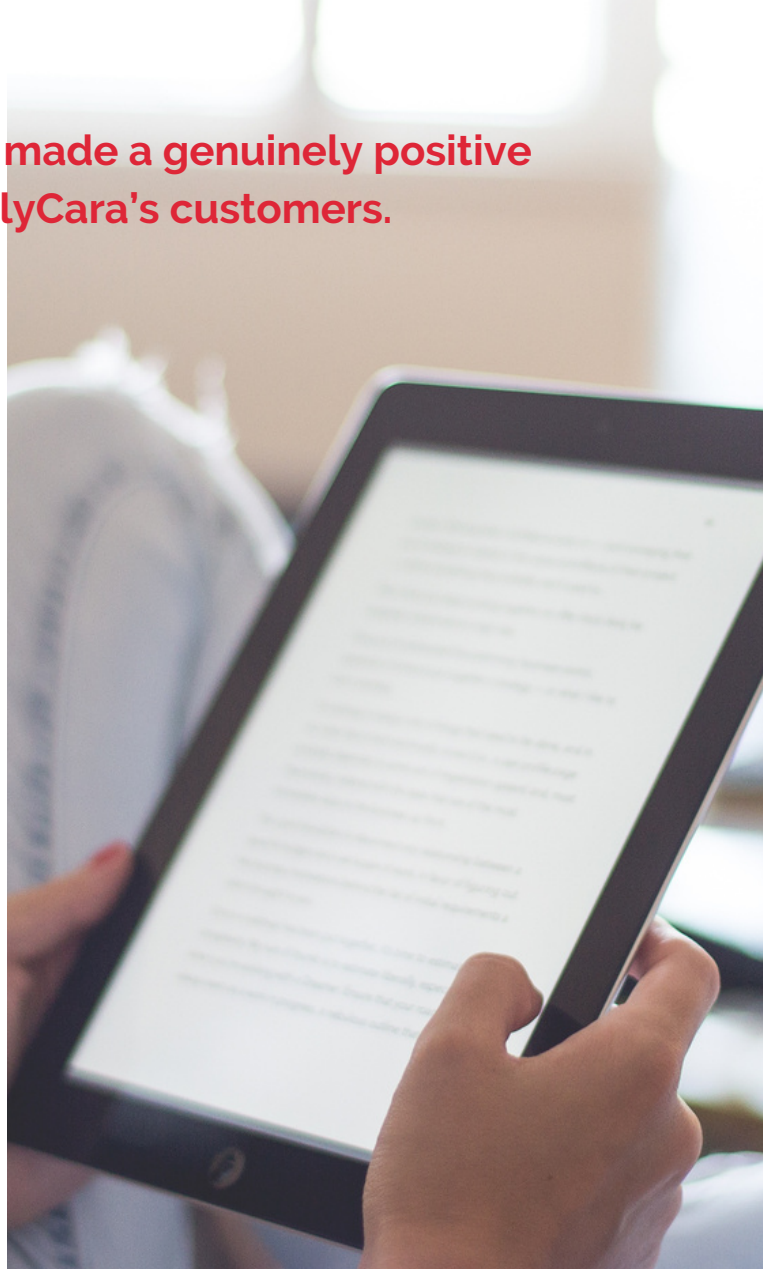
Johnson says that the program has made a genuinely positive impact on the independence of BallyCara's customers.

The project rollout experienced many of the usual barriers we see. From clients questioning why they need a device, thinking they're too old to learn or concerned they'll be targeted by scammers, to the effect of vision impairment and a lack of understanding of terminology like 'apps' and 'swipe'. But these have been swiftly overcome by taking the time to talk with and reassure clients and starting with the basics to provide a strong foundation to explore their new digital world.

"We've had residents tell us they love their iPads, and that they've gone from not thinking they needed one to using it daily. They enjoy talking to their friends and family online because they feel like they're in the same room, and one is now speaking face-to-face with her granddaughter in the UK regularly. They're live-streaming their favourite TV programs, accessing emails and connecting with the wider world in meaningful ways," he says.

"It empowers them to do more online and do that independently of any formal assistance. What it does is give everyone equitable access to what most of us see as essential to everyday life, in our workplaces and homes," Johnson explains.

"We're also equipping people to embrace new systems we plan to introduce in the future, such as moving communication to an app, text messaging or an online portal versus needing to phone during business hours. We're on a digital transformation journey across how we do business and deliver services, and there's great potential to learn from the data we can now collect. Our partnership with YourLink is enabling us to bring our customers with us on that journey, for their benefit as well as ours."



About YourLink

YourLink partners with care providers and organisations to design and deliver digital skills programs for seniors, carers and the care workforce.

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