

UK Successes

The most successful launch campaigns have been drip fed through the organisation's usual comms channels and feature:

* Video message from an influential senior manager
* Welcome bonus for downloading the app
* Choosing “champions” and incentivising them to encourage others to sign up
* Celebrating successes, using statistics via comms methods
* A step by step instruction of how to download the app
* Resources from our toolkit <http://carefriends.com.au/clientresources>
* Inviting new starters to join Care Friends when they accept a job offer
* Featuring Care Friends in induction training
* Policies surrounding how payroll receive the payment report and new and leavers policy, to add and remove from the platform
* Leaderboard – use that to get employees competitive!