

**Hot Tips!**

For a great  
launch

## Best Practice for a great launch

Below you will find some best practice tips/suggestions for a successful Care Friends launch, from your policy and process set up to launch day.

### Hot tips for your scheme rules



Make the reward breakdown attractive and achievable.



Use a good-sized retention milestone bonus (3 or 6 months).



Move your reward and recognition policy over to Care Friends via the bonus point functionality. This increases app uptake and thus referrals.

### Hot tips for your set up and processing



Liaise with your Client Success Manager for how to best set up your portal.



Register app users with their personal phone numbers and work email.



Manage the referral as close as possible to the work site (where the pain of lack of staff is felt).



Get onto a new referral expression of interest ASAP and set a “time to respond” with those who will be managing the referrals.



Identify and train Care Friends Champions for each location. Reward them for their time and effort; ideally an outcome-based reward, for example for achieving a certain % of sign-ups at their location.



Include a Care Friends sign up process as part of your onboarding process for new staff.

**It's the best  
source of care  
staff!**

**"Well begun is half  
done"**

## How to get employees to download the app

Below you will find some best practice tips/suggestions for a successful Care Friends launch. This is our recommended way to launch the app, however there are others options that you can discuss with your Client Success Manager.

- 1 Invite all employees via text message on launch day. If using this option, your Client Success Manager helps you with the required pre-registration of your employees and will press the "invite" button on launch day. We recommend registering your employees with their personal phone number and their work email.
- 2 After launch day, send out other ways to download the app: via the QR code on posters in the hallways, a direct link in an email, a flyer in the lunch room, the QR code in your company's screensaver. Your Client Success Manager can give you all you need for this.



**Celebrate!**

[Access the full resources toolkit](#)

## Turn your launch into an event



Make your launch big and celebratory: get everyone together where possible. Get some snacks/treats/coffee/tea. Add some fun.



Use your Care Friends Champions. An enthusiastic champion has the power to increase app registrations and therefore referrals by up to 200%. Incentivise them, train them and supply them with lanyards or badges.



Get the CEO or senior leaders to talk about Care Friends either directly or via a video message.



Use different communication channels and reinforce the rewards in all comms, including the sign-up bonus!



Explain that staff will receive a text message invite to their phone to download the app on launch day.

## Quick Launch Guide

Week 0 - Inform all key stakeholders

Week 1 - Teaser comms to all employees.  
Specific comms to identified champions

Week 2 - More information to all

Week 3 - Boost interest with more info  
and reinforce the WIIFM (what's in it for me") message.

Week 4 - Launch week with specific  
comms for launch day



**Care Friends**