

Keep referring
top of mind

New starters are a
source of fresh
referrals

Engagement Strategies

Once the initial "honeymoon" period after your Care Friends launch has finished, it's important to continue to embed employee referral in your organisation. Use these best practice tips to keep Care Friends top of mind.

New Employee Onboarding

We cannot express how important it is to tell new starters about Care Friends and to encourage them to download the app. They have access to brand new networks of potential new employees.

- ✓ Include your Care Friends brochure with the QR code to your new starters' onboarding packs.
- ✓ Pre-authorise new starters in the portal and send them the welcome text message invite to download Care Friends the moment their signed contract is returned. You can do this one by one or in bulk (or ask us for help).

Re-launch Care Friends

If it's been a little while since you launched Care Friends, you could consider a small relaunch to bring referral or your Reward and Recognition program top of mind. We can give you a relaunch pack.

- ✓ If you've changed your referral reward or scheme rules, use this as a reason to do a relaunch.
- ✓ Align or combine the relaunch with another initiative or project in the business.
- ✓ Surround the relaunch with an exciting competition or recruitment drive and include some bonus points as rewards.

Leverage your Champions

Your Care Friends Champions are your local advocates and crucial for ongoing engagement.

- ✓ Make sure a Champion is replaced if they leave the organisation.
- ✓ Use Bonus Points to reward Champions if their site reaches XX% app uptake.
- ✓ Ask your Champion to give a 1-minute update on Care Friends during team meetings.
- ✓ Make sure Champions understand the importance of their role and know how to use the app. We have training material for this!

**More referrals =
higher retention**

**Your Champions
are your local
advocates. Enable
them!**

More Tips and Recommendations

The more the app is used, the more referrals you will receive. These are some other best practice tips to increase app usage.

- ✓ Use the App to send notifications to your staff. See why [here](#).
- ✓ Use the [Bonus Point functionality](#) for your Reward and Recognition program.
- ✓ Regularly share referral stats with your Champions and the business and celebrate successes.
- ✓ Make Care Friends a regular topic at team meetings. Include successes here as well.
- ✓ Use the [built-in leaderboard](#) to create a fun [competition](#): award bonus points to the site with the most app sign-ups/referrals/new starters in a certain month.
- ✓ Pick a "focus job" and award double referral points for that job for a month.
- ✓ [Award Bonus Points to staff before they have registered](#). This means pre-authorised employees that have not yet downloaded the app. They will then receive an email letting them know that points are waiting for them and to download the app. This could be for the month of ... as a referral drive.
- ✓ Encourage [peer-to-peer App Sharing](#).
- ✓ Consult with your Client Support Manager on ways to increase engagement and learn about strategies from other Care Friends clients.

[Watch a 15-minute
Engagement & Retention
Clinic Webinar from the
founder of Care Friends
Neil Eastwood.](#)

