

It's the best  
source of care  
staff!

Did you know that  
referrals stay  
longer?

## Re-launch Strategies

Below you will find some best practice tips/suggestions to help you keep Care Friends top of mind with your employees by re-launching Care Friends.

### Relaunch Options

- ✓ Send all employees who have not yet downloaded the app, the invite to Care Friends again. This requires you to remove any pre-registered app users that have not yet downloaded the app and upload them again. Your Client Success Manager is here to help you with this.
- ✓ Leave everything as it is but on relaunch day provide all staff with the QR code to download the app. Talk to your Client Success Manager about which QR code is best to use in your situation.
- ✓ Use the relaunch to award all staff bonus points as a thank-you for those who have been using Care Friends and as a nudge to employees who have not yet downloaded the app. Those latter employees will then receive an initial email advising that points are waiting for them and monthly reminder emails. Handy! [Read more about this here](#). Of course, this option depends on your budget!



## Tips to reinvigorate referrals

Did you know that the referring employee stays longer?

### Turn your re-launch into an event



Encourage your re-launch to be big and celebratory. Make the date work for you so that a morning tea or similar gathering can occur, which adds to the festivities. Have your champions on hand to help your staff. Celebrate past referral successes or get one of your top-referrers at site to talk about their experiences. Watch [this video](#) from a current client for inspiration.



Make changes to your scheme rules, such as increased referral reward points or start using the bonus point functionality as a key driver of your re-launch. (Talk to your reward and recognition team to understand if using the bonus point functionality can be used for reward, recognition and retention.)



Run a leaderboard competition such as the person or site with the most referrals or starters by the end of the month gets some extra bonus points or a free team lunch.



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. This is the perfect time to replace any champions that have left the business since the first launch.



Keep the  
engagement  
up

New employees =  
new networks!

## Ongoing Engagement

The more the app is used, the more referrals you will receive. Look at our best practice tips for ongoing engagement:

- ✓ Use the App for notifications to your staff ([templates available](#)). See why [here](#).
- ✓ Use the [Bonus Point functionality](#) for non-referral-related rewards.
- ✓ Share referral stats with Champions/Managers. Get those good-news-stories out there.
- ✓ Ensure Champions are replaced if they leave your organisation.
- ✓ Make Care Friends a regular topic at team meetings. Include some successes!
- ✓ Make sure new starters are encouraged to download the app by QR code or text invitation. Include a flyer about Care Friends in their induction pack or ensure the manager talks about Care Friends on the first day on the job. Each new starter gives you access to a whole new network to tap into.
- ✓ Pick a "focus job" and award double referral points for that job for a month.
- ✓ [Award Bonus Points to pre-registered staff](#) before they have downloaded the app. They will then receive an email letting them know that free points are waiting for them and to download the app. This could be for the month of ... as a referral drive.
- ✓ [Change your App 'welcome message'](#) to employees when they first sign up. Perhaps get your CEOs photo on there and a "short welcome to the family".
- ✓ Encourage peer-to-peer app sharing (more info soon)

Your Client Success Manager is here to help you with your relaunch. Or check out our [knowledgeable knowledge base](#) for more ideas.