

CASE STUDY: TheirCare

# How TheirCare Uses Resonate CX to Elevate Customer Experience and Drive Growth

## Introduction

As a high-quality outside school-hours care provider, TheirCare creates inclusive and engaging programmes that support learning beyond the classroom.

Being community-led and data-driven, TheirCare embraces feedback and fresh ideas. They needed a way to listen to feedback across the organisation that was scalable and could keep pace with their growth as they scaled across multiple locations.

This search led them to Resonate CX, which has revolutionised how they track, analyse, and improve customer experience (CX) at every touchpoint.

## Objective

### *Building a Strong CX Foundation with Data*

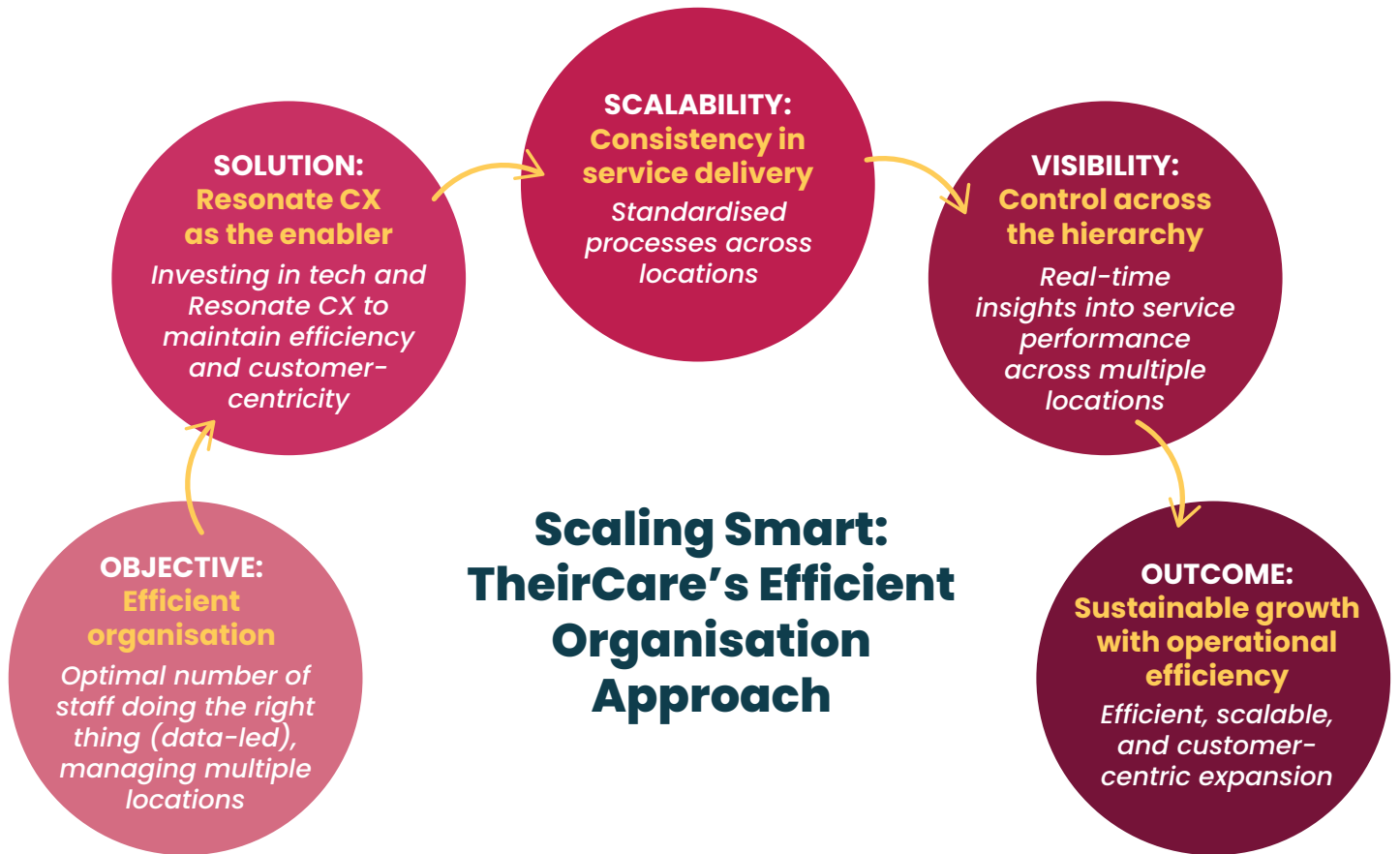
TheirCare's main objective was to implement a scalable CX solution that:

- Measures, analyses, and acts on customer feedback in real-time
- Streamlines feedback collection
- Strengthens a closed-loop feedback system to ensure timely action on customer insights:
  - **Inner Loop:** Acting on individual feedback to resolve customer issues quickly.
  - **Outer Loop:** Using aggregated feedback to drive systemic improvements aligned with TheirCare's values.
- Tracks customer satisfaction scores through Net Promoter Score (NPS)
- Supports continuous improvement to uphold the highest standards of care
- Generates actionable insights



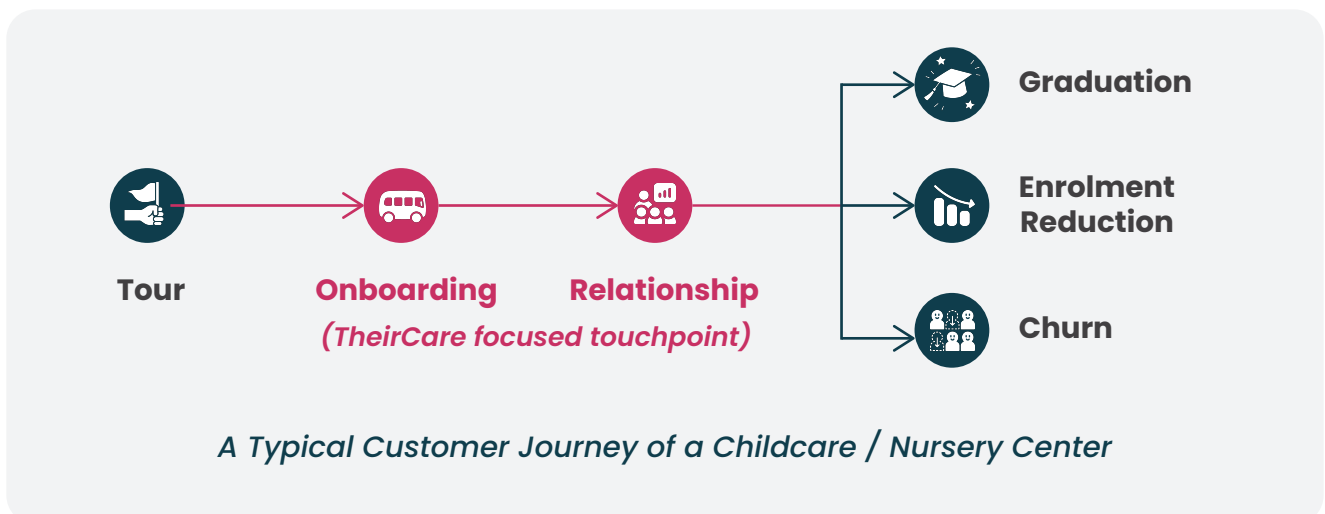
## The Journey

### Driving Improvements



### Enhancing the Onboarding Experience

Initially, TheirCare focused on measuring parents' long-term, overarching experiences through feedback. However, they soon realised that understanding the early stages of the customer journey was just as crucial for long-term retention and satisfaction. With this, they introduced the 30-day and 90-day onboarding surveys.





Christian, a key leader at TheirCare, explains:

***"We wanted to capture the entire customer journey. The first 30 and 90 days are critical for families adjusting to our services."***

***By implementing these touchpoints, we gained valuable insights into their early experiences and could make improvements accordingly."***

## Findings

- The relationship programme revealed that the onboarding period posed some challenges for parents and children as they settled in.
- By identifying this issue early, TheirCare simplified and enhanced the onboarding process, improving the overall first impression for families.
- Using Resonate CX identified what TheirCare was doing well and areas for improvement with data.

## Steps Taken

With real-time insights, TheirCare implemented targeted action plans to enhance service quality across different locations:



### ***Personalised Follow-Ups:***

Area managers personally reached out to concerned parents, ensuring their issues were acknowledged and resolved.



### ***Identifying Detractors Weekly:***

NPS scores were analysed, with detractors flagged for review and swift follow-up.



### ***Operational & Area Manager Discussions:***

Data-backed CX pain points became a priority in regular team meetings.

## Result

- TheirCare achieved a remarkable increase in their Net Promoter Score (NPS) within just one year by putting customer voices at the centre and addressing issues before they escalate.
- Ultimately, TheirCare turned dissatisfied customers into brand advocates, reinforcing the power of acting on customer feedback.

Now, with actionable insights at their fingertips, TheirCare can listen better, respond faster, and innovate smarter, ensuring every child, parent, and educator experiences the best care.

## What's Next?

As TheirCare continues to grow and sees the success of the Voice of the Customer (VoC) programme, the focus remains on expanding services while maintaining a seamless, high-quality customer experience.

- Further expansion of service locations across Australia.
- Further enhancing the customer journey by refining onboarding and engagement strategies.
- Continuing to provide safe, enriching experiences for children.
- Ensuring cost-effective services that meet families' evolving financial needs.
- By embedding a culture of listening and acting on customer feedback, TheirCare is improving services and building lasting relationships with families across Australia.





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Resonate.CX is experienced in end-to-end management for customer and employee experience and voice of the customer programs.

## Resonate CX

[www.resonate.cx](http://www.resonate.cx)  
[info@resonate.cx](mailto:info@resonate.cx)

Sydney: +61 2 9957 9400  
London: +44 2078 463932  
New York: +1 332 895 6179



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