

Frontline Skills in a Consumer Driven Market

Learning from the NDIS Experience



Social Housing

Retirement Villages

Australian Disability Enterprises



Annual budget of more than \$250M



Disability Support

Employment Services

KSL
Karingal
St Laurence

Workforce of more than 2,800 employees



Community-based Aged Care Services

Providing Services for Over 65 years



Supported Accommodation

Respite Services

Residential Aged Care Services

Vocational Training

Mental Health Services



2010–2020

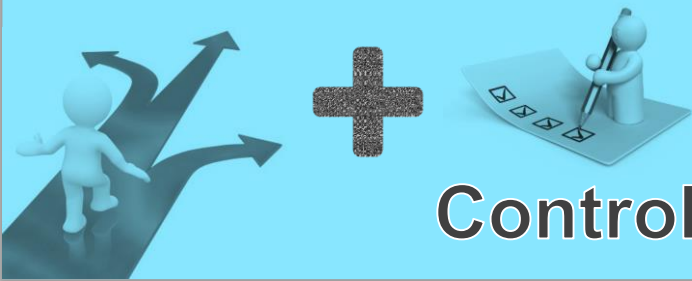
National Disability Strategy

An initiative of the Council of Australian Governments

ndis

individualised
Programs

Control & Choice



Engage people with disabilities as customers rather than passive recipients of services

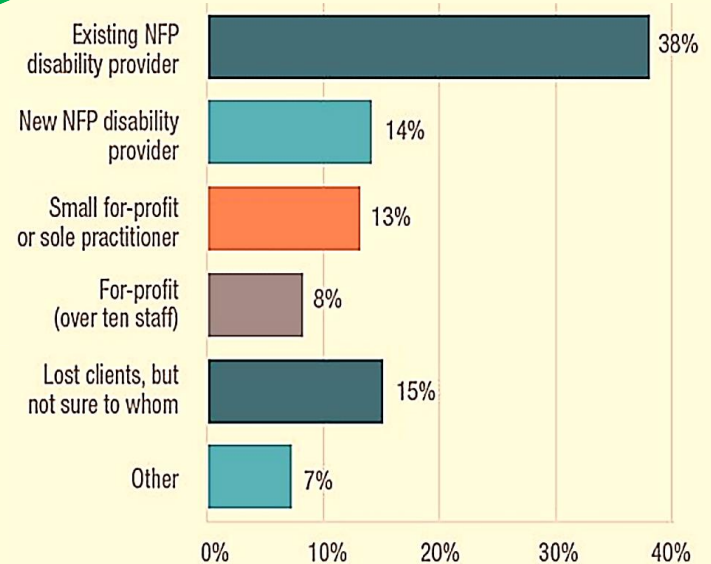
Adapt and change practices and processes

Become much more customer centric

Change across the entire organisation



58% of organisations providing services under the NDIS have had one or more clients leave them to go to an alternate provider



Reasons for moving service

- Provider could not offer the desired service
- Client after a different kind of service
- Chose to follow a particular frontline worker
- Services closer to their home
- Competitors using targeted advertising and special offers to attract clients

Customer expectations are changing

The information age

Customers are making 'informed' purchasing choices

Clients are more empowered and critical



**Considering
the whole
customer
experience**

**Empowering
our clients
through person
centred
practices**

**Engaging
our
customers**

Customer Experience Strategy

Six Areas of capability

- **Communication**
- **Channels**
- **People and Culture**
- **Products**
- **Systems and Processes**
- **Insights and Strategy**



Considering the whole customer experience

- Mindful of meeting our customer's expectations
- Consider every detail in your customer interactions
- Are your technology and sites accessible?
- Can your customers find out the right information they need to choose you?
- Are you meeting every customer's individual needs?
- Are your sites and staff welcoming?



Empowering our clients through person centred practices

- Placing the person at the centre
- Focus on what people can do
- Move away from care to support
- Empower rather than help

*It's about
empowering
people*





Karingal Project Award

<https://cde.org.au/activesupportvideocontest/>

Engaging our customers

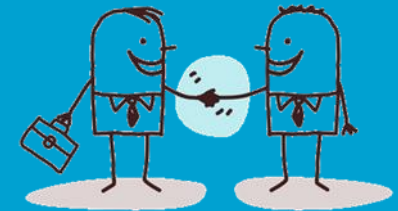
- We need to change the mindsets of frontline workers
- Our clients will talk and will choose us through word of mouth
- Our clients will be active on social media
- Our clients will offer their opinions quite freely
- Our clients will share their bad experiences



Clients are more empowered

Engaging our customers

- Principles of the NDIS founded on empowering people
- Internal objective to encourage empowerment, advocacy and complaints
- Changes to funding and systems
- More access to information



Engaging our customers

- Truly engage your customers
- Listen to your customers
- Build effective relationships
- Meet their individual needs and goals
- Train, support and resource workers to be flexible and responsive in their client interactions
- Provide real time personalised responses to customers
- Continuously listen and collect feedback



WHAT
WE
LEARNED!





Questions

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