



The
ExperienceBuilt
Group | AT **MMR**

PERSONAL HOME CARE CASE STUDY

CARING FOR CAREGIVERS: IMPROVING THE EMPLOYEE JOURNEY BY MAPPING THE GOLDEN PATH



AT-A-GLANCE

- **Audited the current employee journey to identify employee experience gaps.**
- **Mapped a future caregiver “golden path” to enhance the employee experience.**
- **Provided recommendations to elevate business processes, support, and resources for employees.**

CHALLENGE

A leading home care company wanted to identify experience gaps in the caregiver experience, from onboarding to ongoing support. Many hires come through word-of-mouth from existing personal care assistants (PCAs), and the company wanted to retain these recommendations and employees. To create the best caregiver experience possible, they turned to The ExperienceBuilt Group for an experience audit. We built a golden path for the caregiver journey and pinpointed opportunities for improvement.

THE EXPERIENCEBUILT™ GOLDEN PATH:

A golden path is the ideal journey for a customer or employee, from the first touchpoint to the last.

How can a home care company provide support to caregivers to close gaps in the employee experience?

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SOLUTION

01

Provide Additional Support for PCAs

Some PCAs can have a hard time accessing support, which is a main pain point in their journey at the home care company. The solution? The company should train all care managers with a consistent priority on courtesy and compassion when speaking with PCAs. We suggested incorporating a routine schedule of outreach calls to all PCAs, a moderated chat room for social support, and an enhanced sense of appreciation and emotional support for caregivers.

02

Improve Business Processes

Employees reported difficulties with the time tracking app, which rejected clocking-in and clocking-out when the caregivers were supporting clients outside of their home. To close this gap, we advised the home care company to offer alternative clocking-in and -out options. In addition, we recommended optimizing their phone system to boost efficiency for issue resolution.

03

Clarify and Enhance PCA Resources

PCAs often missed opportunities due to unclear information about resources and pay. Many were not fully aware of available training. To better support employees, we recommended providing clear documentation on compensation and opportunities, encouraging regular training to reinforce skills, and reimbursing mileage and fuel expenses when driving clients.



IMPACT

The home care company can now use these recommendations and our future caregivers' golden path to enhance the employee experience. The majority of employees say they would recommend a job at the company to others, so incorporating these recommendations will take the PCA experience to the next level. We also found several strengths that they can share with prospective caregivers that will help them stand out among other potential employers.

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