



# HOW A MOBILE APP CONNECTED A REMOTE WORKFORCE

Connecting Dispersed Employees At Benchmark Human Services



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- Courtney Heiser, Director of Communications

## A DISPERSED WORKFORCE

Benchmark Human Services, an organization that serves individuals with disabilities and behavioral health needs, wanted to improve employee engagement through increased communication and inclusivity. As a large portion of their workers were located at client homes and not near computers, Benchmark was struggling to find a way to unite their increasingly dispersed workforce. Courtney Heiser, the Director of Communications at Benchmark, recognized this issue and immediately sought out a solution to remedy it. “85% of our staff are remote workers that don’t come to an office,” says Heiser. “They are not on our email network, because it’s an industry that just historically has high turnover, and so managing that is a little bit challenging and expensive.”

In need of a solution, Heiser set her sights on a mobile application that would allow Benchmark’s entire workforce to communicate more efficiently. “We really needed a system where we could communicate with our workers,” says Heiser. “And that’s how we ultimately came to MangoApps.”

## EVALUATING SOLUTIONS

During the original evaluation process, Benchmark did a deep dive into several different vendors, and came back with a short list of six providers that might be able to solve their communication problem. “After browsing the websites, we narrowed it down to two that we wanted to have deeper discussions with,” says Heiser. “We went through a pretty extensive demo process with both, but in the end, we just felt like the MangoApps platform was much more user-friendly.”

### COMPANY:

Benchmark Human Services

### HEADQUARTERS:

Fort Wayne, Indiana

### EMPLOYEES:

4,000+

### OVERVIEW:

Benchmark helps individuals with disabilities and behavioral health needs to live as independently as possible, be included in the community, and function at their maximum potential.

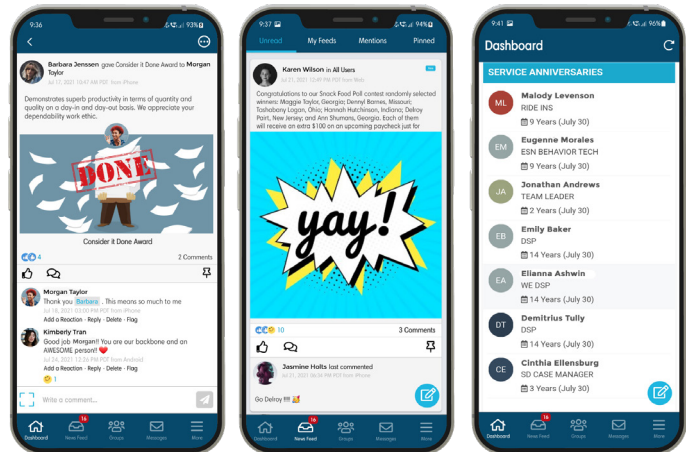


In addition to the simple usability of the MangoApps mobile app, Heiser also had to take the diversity of Benchmark’s workforce into consideration while evaluating solutions. “Our employees have varying levels of experience with technology, so we really wanted the platform to be something that anybody on our team could easily navigate, and MangoApps really stood out as that for us.”

## IMPLEMENTATION

After deciding that MangoApps was the best fit for their needs, Benchmark moved forward with the implementation process and began working with MangoApps' technical team to configure the mobile app to accommodate everything they wanted the platform to do. "We were doing weekly meetings. As the development team was building the app, we would meet once a week, look at screenshots, and make some suggestions, if needed," says Heiser. "It was a really easy, smooth process and the MangoApps' technical team and all the developers we worked with were super. They were always quick to respond to any questions we had."

After the conclusion of the pilot run, it was time for the company-wide launch of the mobile app. In preparation of the launch, Benchmark communicated the new platform to their employees through the company newsletter and email, among other notifications.



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Director of Communications



Following the completion of the customized mobile app, Heiser decided to do a pilot run before unleashing the platform to the whole company. "We did a small test launch on our end, where we asked about 40 specific people to download it and try it out for a week here in-house before we did a wider launch," says Heiser. "It was great. We actually ended up finding quite a few things that we wanted to tweak in that process."

## ADOPTION OF MANGOAPPS

The adoption of Benchmark's new mobile app was a success. "A lot of the people that work for us are pretty comfortable with navigating app platforms, but we do have a handful of old school folks that are still trying to learn to use their smartphones. We wanted to keep it as streamlined as possible starting out, so that people didn't feel overwhelmed and turn them off right away. Our plan was to start slow, and add different modules as we go."

Simon May, Communications Manager at Benchmark, added: "The two focal points of our MangoApps discussions were centered around having a dashboard for employee resources, and the ability to communicate directly with staff." With the ability to easily turn on and off certain modules, Benchmark was able to provide their employees with a focused mobile app experience that only

included key functionalities relevant to them. By omitting the bells and whistles, May was able to ensure that employees were all able to easily acclimate to the new platform. “We were able to pick and choose what we wanted to turn on so that we didn’t overwhelm people,” said May.

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Communications Manager



Just a few months in, and over a third of Benchmark’s employees have already incorporated it into their daily work life. However, Heiser is making it a priority to continue growing the number of users on the app. “We’re having those discussions daily about what we can do to generate excitement and interest in the app,” says Heiser. “We know that mobile technology is where everybody lives these days, and so it’s just a matter of getting people to change what their go-to habits are.”

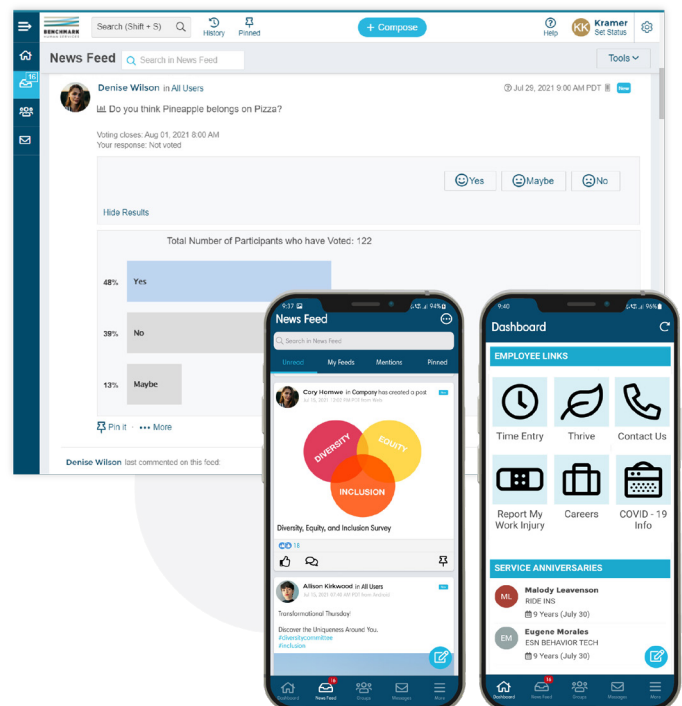
“A lot of the feedback that I’ve gotten is that it looks really nice, it models our style and brand, which people like, and that it’s easy to use. I think people have had fun being able to put their own picture in and customize their profile,” said Heiser.

## A TRUE MOBILE PLATFORM

Heiser knew that Benchmark’s remote workers would not have desktop computers readily available, but every single one of

them had access to a smartphone. “We wanted to be able to communicate with our remote workers. We know everybody’s using their phones anyway, and that was a great way that we could do push notifications, and get important messaging out.”

COVID-19 pushed them into it full-swing. “It’s something we had been talking about for several years but it really came to light during the early days of the pandemic,” says Heiser. “We found that we needed to communicate a lot of really critical information with our caregivers that are out in the field trying to keep people healthy and safe.”

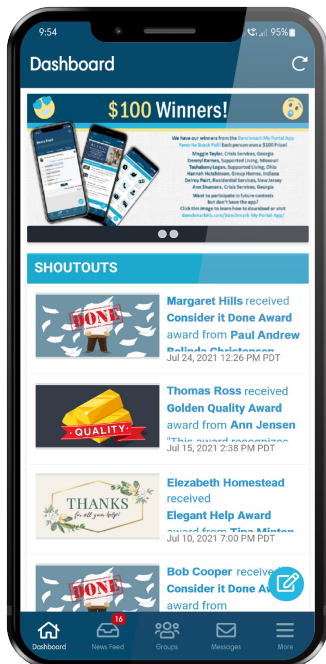


When they switched to MangoApps, they were able to accomplish exactly that. “One of the things that I really liked about Mango, was its similarity to social media... The ability to comment, have reactions, and be able to tag people, those are things that people are comfortable and really familiar with doing.”



## UNIQUE COMMUNICATION CHALLENGES

With such a dispersed workforce, Benchmark faced a number of daily communication challenges. “We are a fairly large organization, we’ve got almost 4,000 employees across the country, and some of these staff may only ever touch base with half a dozen to a dozen people, when they include their supervisor and other people that work in the same geographic region,” says Heiser. “And so I feel like they’re disconnected from the company. We want everybody to feel like they’re part of that larger picture of helping the people we serve live good, independent lives.”



With the mobile app, Benchmark is able to not only connect individual employees across the country, but also connect smaller teams and departments as well. “Having the ability to set up groups on the mobile app was a big selling point for us because we have small departments all over the country, and it’s nice that supervisors can set up a group with their teams,” said Heiser.

Along with connecting their employees, Heiser also wanted to ensure that Benchmark’s workforce was equipped with the critical information necessary to do their jobs. When properly prepared, employees can help keep themselves safe, keep their clients safe, and deliver a much better overall patient experience. “It was critical for us to relay important information and create that sense of engagement among our staff who typically tend to be pretty siloed in their workplaces,” said Heiser.

## A STRONG RAPPORT WITH CONSULTANCY

One thing that stood out to Heiser throughout the implementation process was the MangoApps support team. “Your support team is awesome. Super responsive,” says Heiser. “I really liked the rapport that we had throughout the demo process and the functionality just seemed really intuitive.” This strong rapport allowed Benchmark to quickly get their mobile app out to their workforce, and transform the way their employees communicate.

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## PLANS FOR THE FUTURE

With a strong mobile platform now in place, Benchmark is shifting their focus to what lies ahead. Heiser indicated that her immediate plans are to continue raising the adoption rate of the mobile app, as well as leveraging the app to help with internal diversity, equity, and inclusion practices. “We are, like a lot of companies in the past year, starting to really take a hard look at our diversity, equity and inclusion practices,” says Heiser. “We have an in-house diversity committee that’s building a strategic plan and looking at initiatives. And I think the app will be a great place for us to share what that team is working on, and do polls to gauge how we’re doing. We’d like to use the app as a barometer, and to see if we are moving the needle on these issues, and doing what we need to be doing.”

## OTHER RESOURCES

- [TeamHealth Case Study](#)
- [TattsGroup Case Study](#)
- [Mango Connect Data Sheet](#)
- [Mango Connect Use Case](#)
- [Why Do Companies Need A Platform For Company Apps?](#)

**TRANSFORM HOW YOUR COMPANY COLLABORATES,  
COMMUNICATES & GETS WORK DONE.**

Contact us for a more detailed capabilities demo  
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