

Nurturing a better parent experience with automated email drips.

Background:

Havenwood Academy had a major communication problem, as many companies do. We constantly were battling with complaining parents who hadn't been explained this or wasn't informed about that. This issue was plaguing and there was not a great solution for it, until we turned towards automation.

Strategy Behind the Campaign:

The idea behind creating an automated drip campaign was to accomplish a few things. To remove human error in communicating to parents, to give parents a perfectly crafted and revised communication that is consistent every time, and to set clear expectations for parents. The email drip would consist of emails from folks all across the company. They would receive emails from their assigned therapist, from each of the directors, from our parent coordinator, and several others. These emails would communicate a specific idea that is essentially for families to fully understand the program and how it works.

The Process:

The process to create the email drip was quite complicated. We wanted to deliver extremely personal emails that would be uneasily detected to have been done by a bot. So, I got to work coding a formula in our EMR (Bluestep) that would do just that. The formula was created to be able to find which parent should receive the emails, what their email is, what their child's name is, if the child goes by a nickname, what the child's pronouns are, who the child's therapist is, and more. By creating a formula that could search our database for all kinds of personal bits, we could craft emails that felt and were personal. We also had to utilize a bot software separate from Bluestep in order to "hack" the emails of each sender so it sends directly from their emails instead of from a generic one.

From there, I worked with every department to write their sets of emails. Our therapists wrote an email being "Our Communicative Promise" that detailed when and how communication happens between them. I filmed a 15-minute-long video with our Clinical Director talking about our therapeutic interventions. That video was turned into a small and personal, automated email that parents would receive. I worked with our parent coordinator to write emails in regards to visits, rules, packages, and others. These emails are triggered based off of the client's admission date. Whether it be a day or two after they arrive or 90 days following, they will continue receiving emails to inform them about which elements of the program they should understand.

Results:

The results of the campaign have been incredible. Most emails receive a genuine response with no clue as to what automations and behind the scenes work were done to get that email to them at the perfect timing. We've communicated more clearly and set better expectations for our parents, which have resulted in improvements in areas in nearly every department.