

# PARENT ENGAGEMENT

Every 1% increase in occupancy adds an average of \$18,849 in annual revenue. Pilot were looking for a way to increase engagement with their parents, and implemented Xplor in 2015.

"Xplor embraces all aspects of parent communication."

Teagan | Brand Manager

## Pilot Childcare

BRANDS: Bright Beginnings, Little Flippers, The Beach ELCs, Little Beginnings, Port Macquarie Childcare, First Friends

Pilot Childcare has been working with Xplor since it first launched in 2015. Pilot has since grown from 3 services to 12 across regional New South Wales, supporting 1,165 families and 250 team members using Xplor's technology.

### THE CHALLENGE

Pilot recognised that millennial parents communicate differently than other generations of parents - preferring to digest information on-the-go and in their own time.

Pilot were already running multiple platforms and were hesitant on taking on additional software. Improving external communications between parents and their services was a high priority for the team.

### THE SOLUTION

Over the last 4 years, Xplor has enabled Pilot to increase parent interaction and communication within their services.

Real-time story feeds, chat, posts, mobile push notifications and SMS are just some of the features that have allowed Pilot to stay at the forefront of innovation and communicate with parents across their preferred channels.

### THE BENEFIT

Parent satisfaction increased across all services, with parent feedback highlighting that Xplor has allowed them to make the most of their busy work schedules allowing them to connect when they have small snippets of free time.

Xplor additionally allowed Pilot to transition to a completely paper-free digital environment, allowing their services to be at the forefront of technology in the childcare space and giving them a competitive advantage when showcasing their services to new parents.

From an administrative perspective, services now have one login to manage everything from communication to rostering, payments and CCS. It has simplified and automated a lot of manual tasks, allowing administrators to spend more time engaging with their staff and parents.

"Parents today are time poor. Xplor let's them connect in their own time, resulting in higher quality engagements."

Tony | Owner

37%

of Services don't use P&P software, generating \$93k less revenue.

### Snapshot

**Type:** LDC, OSHC

**Location:** Regional NSW

**Services:** 12

**Team:** 250

**Families:** 1,165

**Occupancy:** 88%

**Joined Xplor:** 2015

1 in 4

Failed the NQS, costing \$322k revenue per service