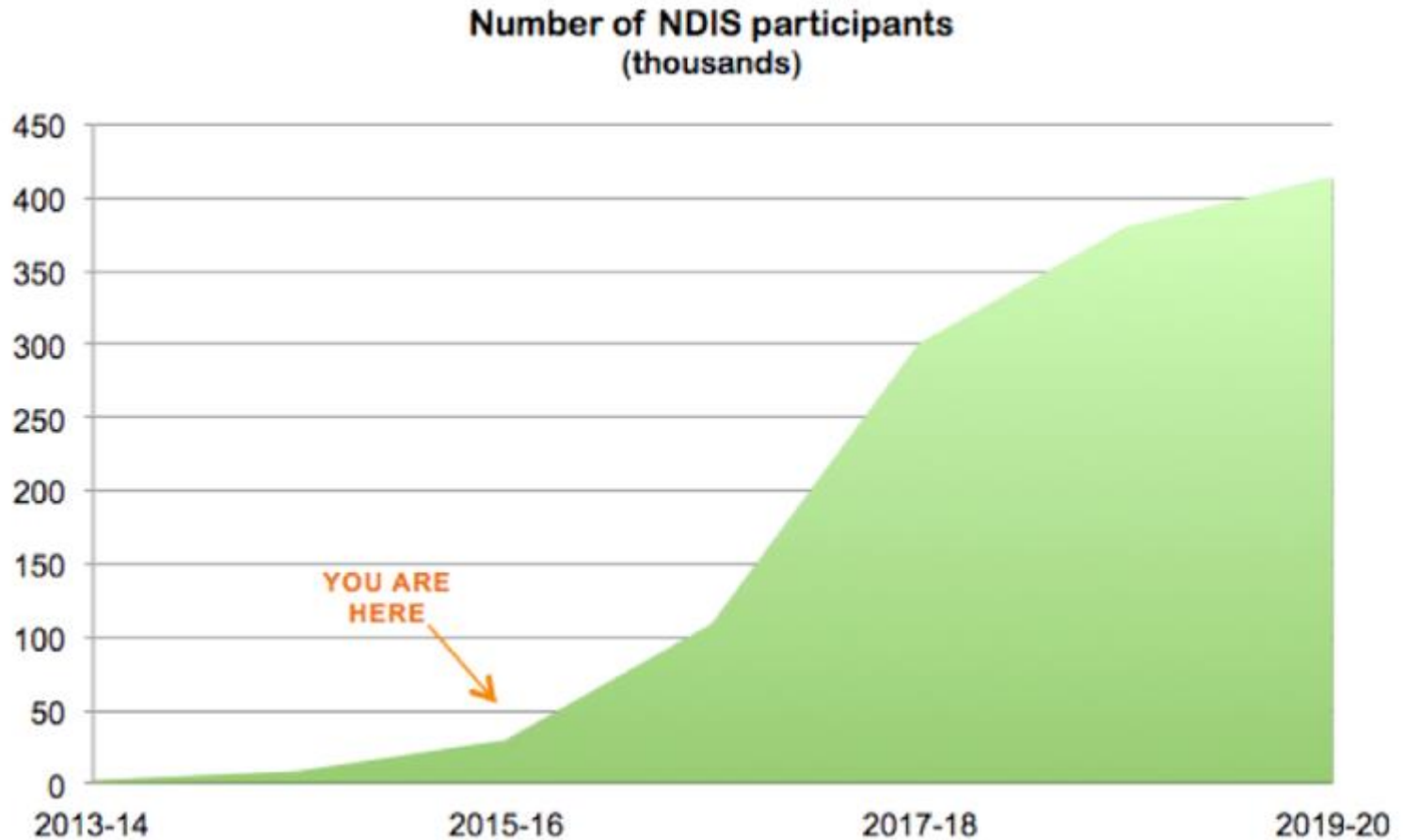


NDIS Marketing

Wednesday 26 August

What are some examples
of great marketing in the
disability sector?

NDIS roll out



By 30 June 2018, 140,000 people with disability in NSW will have NDIS funding.

The NDIS will have three profound changes for disability providers:

1. Funding will be national and based on insurance principles.
2. Individual plans and payment replace block funding
3. Double the funding.

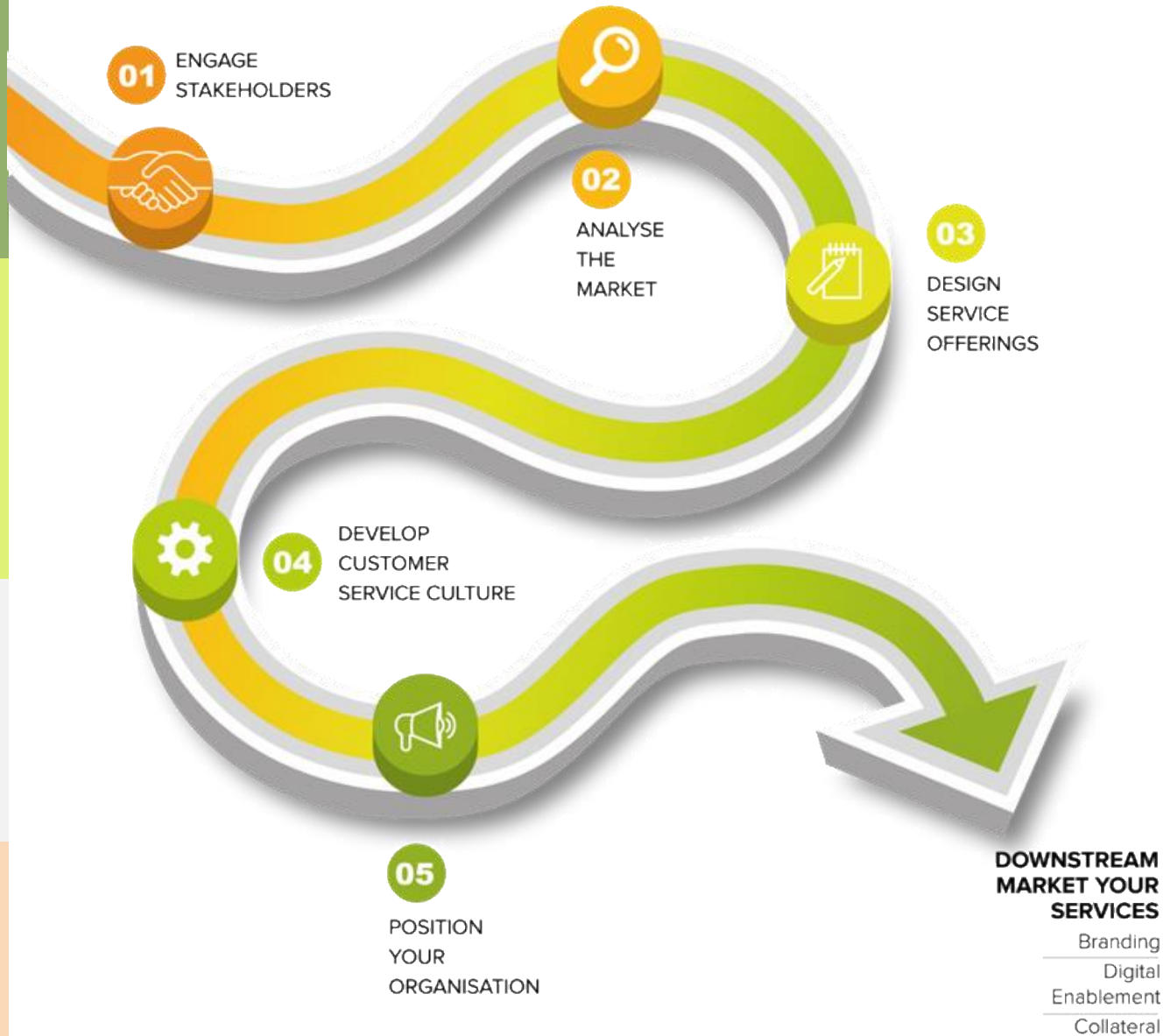
Marketing's
simple goal:

Keep our
customers &
attract new ones



MEET YOUR NEW BOSS

Upstream Marketing





01

**ENGAGE
STAKEHOLDERS**

Understanding Customer Needs

Who is the decision maker?
What services do they really want?



How do we most effectively engage with customers to find out what they want?



Your biggest marketing & service design assets

Clients

Families

Staff



Appreciative Inquiry

*Reflecting on your experience at your time at Inala...
select an example where you feel you were making a real
difference... can you tell me the story about why this was
a special experience?*

*What do you most value about Inala? When is the
organisation at its best?*

*Can you tell me a story where you feel Inala has really
helped someone, really made a difference?*

For Clients/Families:

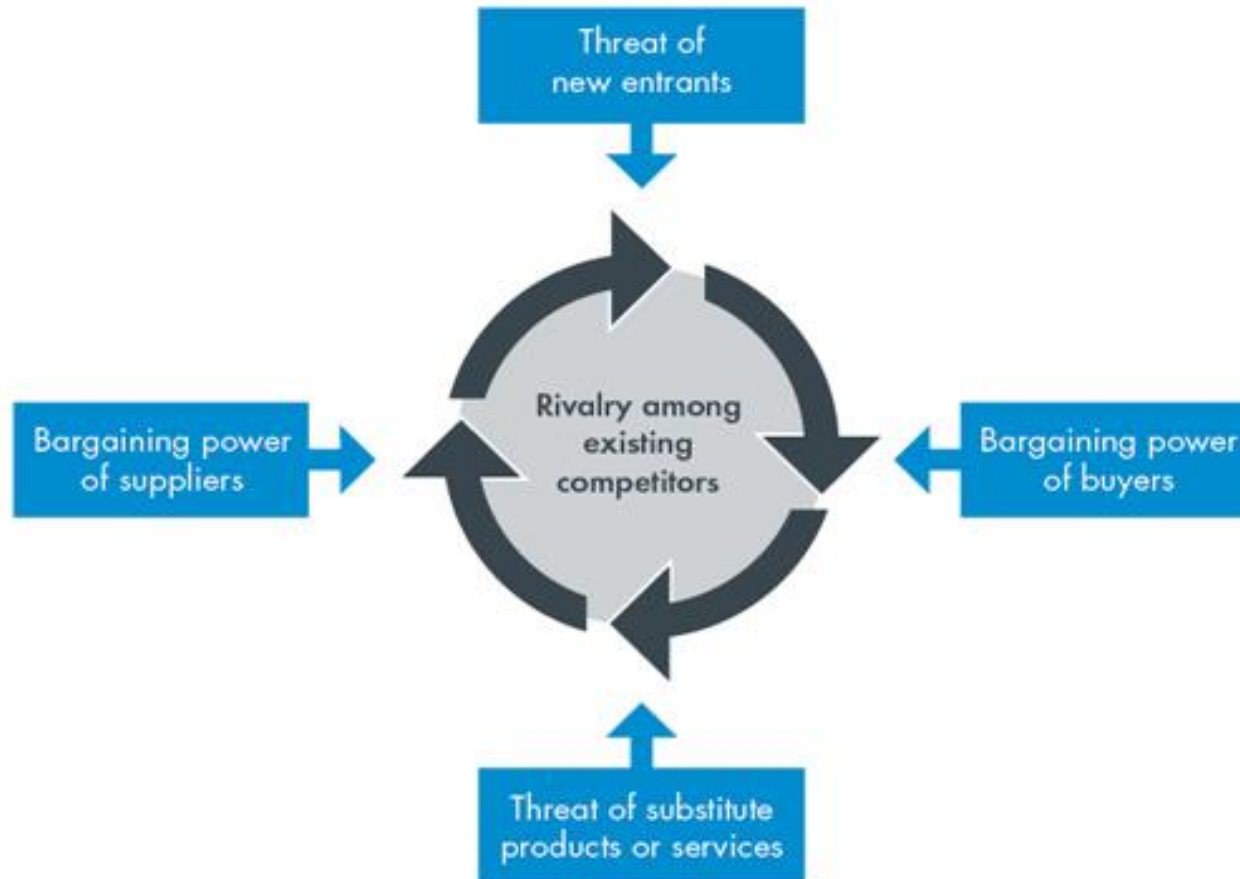
- 1. What outcomes do you expect from Inala's services?*
- 2. How do Inala's current services delight you?*
- 3. What are your main difficulties with Inala's services?*
- 4. What would make your life easier?*
- 5. How would you measure Inala's success or failure?*

For staff:

1. *What would make clients life easier?*
2. *What would assist with difficulties your clients encounter?*
3. *What would create savings that are important to the client?*
4. *What would fix some of our current problems?*

02

ANALYSE THE MARKET



Analyse the competition

[YOUR COMPANY]	[COMPETITOR #1]	[COMPETITOR #2]
OVERVIEW: The program includes... High-level look at each competitor or competitor's product. Include your own company as well, so you can compare and contrast.	OVERVIEW:	OVERVIEW:
Additional value: Beyond the basic overview, what value to they provide to a potential customer?	Additional value:	Additional value:
Details: Get a little deeper into the details of each product or service	Details:	Details:
Cost: Cost is always an important comparison, but should never be looked at alone. By understand the value and details of the product, you can better compare cost.	Cost:	Cost:

How do we find out what our competitors are doing?

- Small groups of staff
- Internet research
- NDIA Quarterly reports
- Registered providers



Research Best Practice

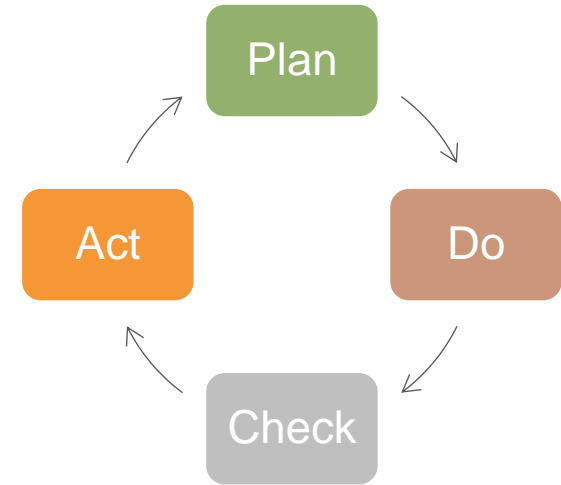


What works?



03

DESIGN SERVICE OFFERINGS



Plan: Develop service offerings based on all the data

Do: Pilot new service models

Check: Review and analyse how the model is operating with stakeholder input

Act: Make for any changes needed



Define your service offerings in terms of benefits

<p>Why Tell people what's in it for them (or WIIFM). Tell them about the problems they will avoid with you.</p> <p>examples</p>	<p>What Tell people what they need to know about your service. Use analogies, stories, metaphors, scenarios, examples and case studies to get them to comprehend the concepts you are presenting</p> <p>storytelling</p>
<p>How Focus on problems you will solve. Focus on how to implement your services Consider mapping out how a solution will work over time</p> <p>examples</p>	<p>What if Focus on what the "other possibilities are" and other benefits that could conceivably emerge</p> <p>examples</p>



04

DEVELOP
CUSTOMER
SERVICE CULTURE

Your employees are your promise
keepers, and your best brand
ambassadors

*Build your brand
from within*



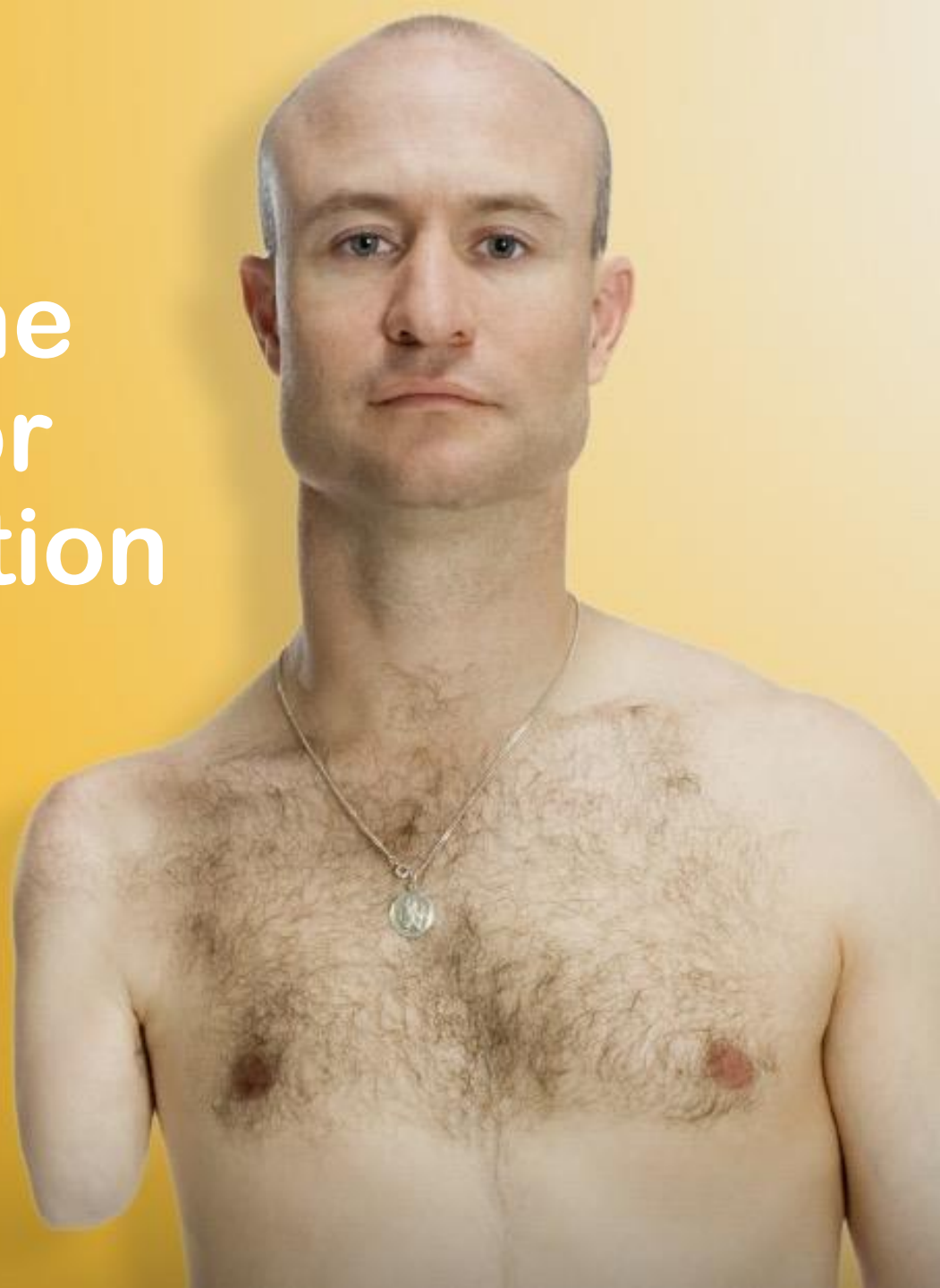


What are the top things consumers do to get info about disability services?

1. Talk to other users
2. Ask their current provider
3. Ask a friendly professional
4. Online
5. Marketing collateral

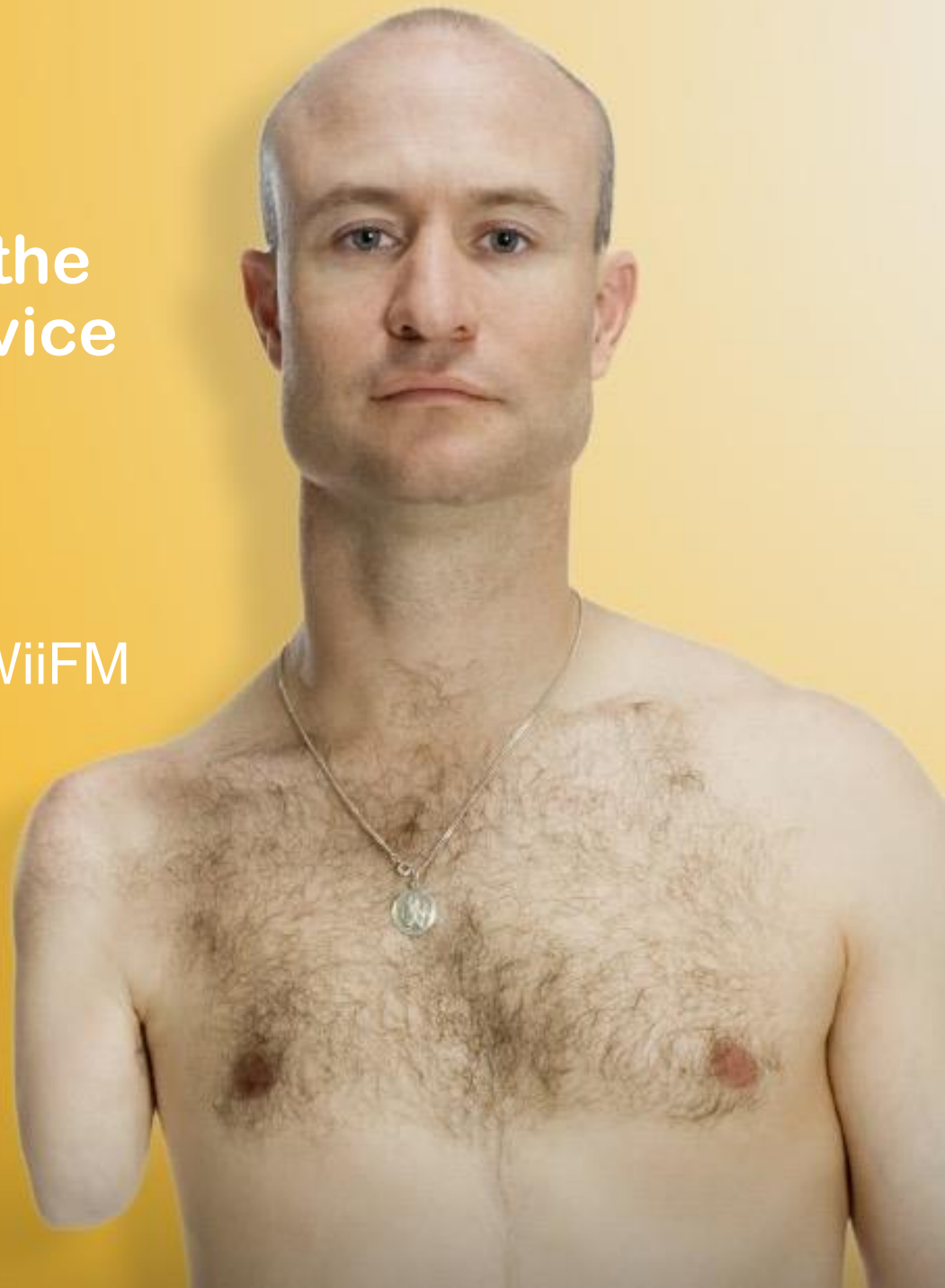
Word of mouth

Focus on all the
touchpoints for
your organisation



Everybody
needs to understand the
value of customer service

Organisational culture
Staff engagement
Customer service training - WiiFM



Exceptional customer service in the NDIS: Lessons from the trial sites



Interview with Kevin Stone
Founder & Executive Officer, Valid
President, Inclusion Australia

<https://www.youtube.com/watch?v=Q7vW15fqRqQ>



What is great customer service training?

NDIS tripadvisor is coming...



www.mysupportadvisor.sa.gov.au



Government of South Australia

Department for Communities
and Social Inclusion

Sign in | Sign in with Facebook | Register | Provider Login

mysupportadvisor

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Reviews

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Latest

Anonymous
01 April 2015

COMREC
Day Options
★★★★★

05

POSITION YOUR ORGANISATION

- Know your stakeholders and manage them well
- Position as best practice, evidence based, innovative
- Point of difference: Price? Quality?





DOWNSTREAM MARKET YOUR SERVICES

Branding

Digital
Enablement

Collateral

Brand – It's not about the bling!

Your brand is a promise that you make to the world.

It's about who you are and who you want to be.

In the NDIS are you differentiated by:

- Relationships with clients
- Customer service
- Service models
- Evidence based practice
- Innovation
- Price

Digital Marketing

- Website?
- Facebook?
- Twitter?
- Other?

01 ENGAGE
STAKEHOLDERS



02
ANALYSE
THE
MARKET



03
DESIGN
SERVICE
OFFERINGS



04 DEVELOP
CUSTOMER
SERVICE CULTURE



05
POSITION
YOUR
ORGANISATION



**DOWNSTREAM
MARKET YOUR
SERVICES**

Branding
Digital
Enablement
Collateral