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Case Study: Gold Coast Disability and Youth (GCDAY) finds a Basic Solution for their business

Gold Coast Disability and Youth (GCDAY) is a NDIS organization that provides essential support to young people and people with disabilities. As a growing organization, GCDAY faced several challenges, including the need for a more efficient system to manage new enquires and a costly industry-specific software that wasn't working for their business.

GCDAY's existing software was expensive and lacked the necessary functionality to manage new enquires effectively. The organization also faced the problem of employees forgetting to carry their assigned phones, making it challenging for clients to contact them.

Basic Solutions Australia's Intervention: →

To address these challenges, GCDAY turned to Basic Solutions Australia for help. Basic Solutions Australia suggested a range of solutions that would streamline GCDAY's business operations and make their processes more efficient.

Firstly, Basic Solutions Australia recommended a CRM setup to manage all new enquires. The CRM provided a detailed lead nurturing automation to help convert enquires into clients, enabling GCDAY to manage their new enquiries effectively.

To solve the phone-related issue, Basic Solutions Australia suggested a cloud-based phone system that linked all calls to contacts in the CRM. This system also allowed call recording, enabling management to review calls and track outcomes. This solution provided easy call routing to the relevant team members and eliminated the need for GCDAY to provide phones to employees.

Finally, Basic Solutions Australia suggested a worker and client software that was designed for the labor hire industry, suited to GCDAY's use case. This solution was more cost-effective than their previous software, saving GCDAY close to $20,000 a year in licensing fees and admin staffing costs.

Results:

GCDAY successfully implemented the suggested solutions, **streamlining their business processes and increasing their efficiency.** The new system allowed GCDAY to manage their new enquiries effectively, and the cloud-based phone system eliminated the need for GCDAY to provide phones to employees, reducing their overheads. The worker and client software designed for the labor hire industry suited GCDAY's use case and **saved the organization a significant amount of money.**

In conclusion, Basic Solutions Australia provided GCDAY with a range of solutions that streamlined their business processes, made their **operations more efficient,** and saved them a significant amount of money. The solutions suggested by Basic Solutions Australia allowed GCDAY to **focus on their core business of supporting young people and people with disabilities.**