

# The Manawanui Journey.

## A My Life My Way Case Study



### Highlights for Manawanui

**The My Life My Way digital platform has delivered significant impact for Manawanui in terms of positive customer impacts, operational efficiency and growth, and transparency – this has enabled more people to adopt a self-directed approach in New Zealand – enabling choice, control and flexibility and good lives for people with disabilities.**

### Customer Impacts

Manawanui is the leading provider of self-directed services in New Zealand and operates as a social enterprise that supports people with disabilities to be self-directed, and manage their own disability supports. The impact of self-direction is transformational for people who use it, but very complicated to implement, because it involves a complex framework for employment, compliance, tax, and budgeting. Before the My Life My Way platform was available, many people chose not to be self-directed due to the complexity of the administration requirements. The My Life My Way platform, has made the process easy and convenient for people, resulting in rapid growth and uptake of self-directed approaches. In turn, this has led to more people achieving transformational outcomes and quality of life improvements. It has also led to a measurable improvement in our customer's trust in us, as evidenced by our Customer satisfaction score of 89%, and our reputation in the disability sector.

### Organisational Efficiency and Growth

In 2004, Manawanui started out with just 200 self-directed customers, using a largely paper-based system and exclusively manual processes. By the time we implemented My Life My Way in 2015/16, we were supporting 2000 people with only minimal improvements to those manual processes and this led to errors and complaints from Customers and the need to employ more and more staff. Implementing My Life My Way enabled customers to self-service, transformed key support and payroll processes resulting in a significant reduction in the need to continually increase resource and also significant reduction in payroll processing times and errors. My Life My Way enabled real-time transparency of funding balances and spending for both Customers and staff. The success of My Life My Way stimulated significant Customer growth for Manawanui and we now support over 7,500 Customers across New Zealand with a significantly reduced requirement for human resource and significantly improved Customer satisfaction.

## Transparency

My Life My Way provides a complete and detailed record of all transactions, key data and documents for each Customer and their Staff. Information relating to the delivery of self-directed services is now truly accessible to whichever party requires it.

## Manawanui Before My Life My Way

Prior to our digital transformation the organisation was plagued with manual data entry errors as well as delays in transaction processing and this led to customer frustrations that resulted in an increase in the workload of the Customer service team. The increasing complexity as Customer numbers grew led to limits in our ability to scale effectively.

### Customer Frustration

The long delays in people receiving spending statements (one month at best) limited people's ability to accurately track their budgets, which led to over or underspending. Customers needed to either track their spending themselves – or to guess what their remaining funding was. Additionally, when errors occurred, the Customer wasn't aware of them for a significant period of time and the origin of an error was difficult to pinpoint so long after it happened. In addition to frustration about the error itself, Customer frustrations were further increased by an inability to quickly correct the errors.

### Limits to Scalability and Growth

Numerous processes at Manawanui required significant manual labour such as stuffing envelopes to send out over 1000 customer spending statements by post. Staff costs were escalating with human error further exacerbating the need for staff to deal with the additional support required to resolve the errors. The organisations ability to scale was severely limited and our market share was declining.

### Compliance Challenges

When audit requirements arose, driven by either a customer wanting historical details or the funder asking for an audit based on irregular use of funding, Manawanui had to recall boxes of paper records from storage and this took weeks or sometimes months, and was labour intensive. The cost of compliance was growing considerably as well as frustration by the Audit and Compliance department of the funder because of delays responding.

### Payroll and Payments Complexity

As the volume of Customers grew and the number of types of funding increased, complexity multiplied. An ever-increasing amount of time and effort was required to manually enter timesheets that covered multiple types of funding. Processing the payroll when public holidays occurred was becoming unmanageable.

### High Transactional Costs

Prior to digitisation with My Life My Way, human resource and administrative costs were the key drivers of overheads and were difficult to measure due to a lack of ability to analyse manual processes easily. With escalating error rates associated with continued growth, transaction costs were increasing.

## Manawanui After My Life My Way Implementation

**Implementing My Life My Way led to dramatically increased customer satisfaction, improved accuracy of transactional processing, real-time transparency, and increased spending flexibility for Customers. Staff and Customers experienced significant improvements in the ability to manage funding which led to a measurable improvement in the outcomes for customers. The operational efficiency gains we achieved using My Life My Way were remarkable and this resulted in a significant increase in staff satisfaction as well.**

### Customer Satisfaction

My Life My Way was implemented in early 2016, it took just over a year to migrate the majority of Customers onto the platform – today we now have over 90% of Customers using the system. My Life My Way is the single most cited “reason” for people recommending Manawanui as their self-directed services provider. As shown in Table 1 below – it has driven dramatic improvements in our Net Promoter Score. Those who have been hesitant to use My Life My Way will consistently say “I wish I’d done it earlier” once they have started using the system.

### Improved Transactional Processing

My Life My Way has transformed the way our Payroll and Payments team process timesheets. Our payroll errors have dramatically reduced and the challenges that we had deciphering handwritten timesheets from Customers are gone. It is now much easier to both prevent and remedy errors in near real-time.

### Many Benefits of Transparency

Perhaps the most impactful part of the My Life My Way digital transformation is the transparency it delivers. Queries can be immediately investigated, Customers can track and manage their budgets in real-time and data can be analysed on-demand. The funder can be presented with or granted access to ‘spending information’ which has changed our relationship with the funder for the better. Being able to meet the funders informational needs has been critically important for the New Zealand self-directed services market because it enable Manawanui to give comfort to the funder following increased spending flexibility in New Zealand as a part of the COVID response.

### Operational Efficiency Gains

My Life My Way has driven our organisational growth. We have been able to improve the efficiency of all key processes and to support our growing Customer base with minimal increases in human resource. My Life My Way was particularly useful during the COVID lockdowns, when we could not onboard Customers face to face. We were able to leverage the digital onboarding module to actually increase our rate of growth during the pandemic.





## Proven Results

As indicated in the Table below, the ability to support the expansion of self-direction in New Zealand has been delivered. The organisations scalability has been transformed as well as the trust our Customers have in our service as evidenced by our Net Promoter score. Most importantly – our Customers' ability to realise their outcomes and goals has improved.

Metric	2016	Now
Active Support Workers to Payroll FTE	642 / 1	2333 / 1
Claims processed per Payroll FTE	442 / 1	1806 / 1
Customer Satisfaction: Net Promoter Score (out of 100)	64 / 100	87 / 100
Weekly automatically processed time-sheets	0%	56%

## Staff Satisfaction:

My Life My Way has driven a positive cultural shift in the organisation and increased staff satisfaction because it has fundamentally and dramatically reduced the complexity of work. Tasks are done in minutes as opposed to hours, and Customer problems/queries are easily resolved. Staff are much happier in this context where any member of staff has access to the information needed to effectively resolve Customer queries and issues.

## Testimonial

Manawanui believes that self-direction is a human right. We recognise that it is easy to say 'self-direction' but it is extremely complicated to implement. We would not be the most trusted and largest provider of self-directed support service in New Zealand without the My Life My Way platform. The platform has eliminated the most challenging aspects of that self-directed complexity making self-directed services more accessible. The My Life My Way platform has enabled more people to be self-directed, which has furthered our primary mission to increase the use of self-direction 'as a human right'.

## Contact us

For more information about My Life My Way, visit: [www.mylifemyway.co.uk](http://www.mylifemyway.co.uk)

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