

CASE STUDY



HOW CORPTEC HELPED CARE FOR KIDS REVOLUTIONISE THEIR CHILD CARE SERVICES

Care for kids

Custom Development A Modernised Platform with Datawarehouse Management



Care for Kids, Australia's beloved childcare search platform, modernises and expands their business with Corptec's custom development services.

INTRODUCTION

Corptec's team of seasoned developers helps Australia's leading childcare agency, Care for Kids, revamp their childcare platform and enable their customers and centres to operate their listings autonomously within record time!

ABOUT US



Founded in 2018 to address the digital transformation needs of private and government organisations in Australia, Corptec Technology Partners is an IT 360 company, offering end-to-end IT consultation, cloud migration, licensing, custom development, test automation, cloud backup, and niche workforce services. With 80+ technology consultants spread across 4 global locations, we empower enterprises to transform the way they do business in the digital world.

Corptec's strength is our best-in-business team of technical experts, who consistently deliver cost-effective custom application development projects for our clients - on time, every time! Our on-demand software developers can also help you develop customised solutions and add-ons, and provide you with software modernisation and legacy-to-cloud migration services. Our technical specialisations include back-end and front-end development, data engineering, mobile development, cloud development, API integration, and AI adoption.

Corptec's diverse and skilled custom development experts help you navigate the complex challenges of any demanding project—regardless of your business size!

CUSTOMER PROFILE

Company: Care for Kids

Website: <https://www.careforkids.com.au/>

Country/Region: Victoria, Australia

Industry: Internet Publishing

Number of Employees: 30 - 50

Software/Services availed: Website

Enhancement, Data Warehouse Management,

Custom Portal Development, GA3 to GA4

Migration

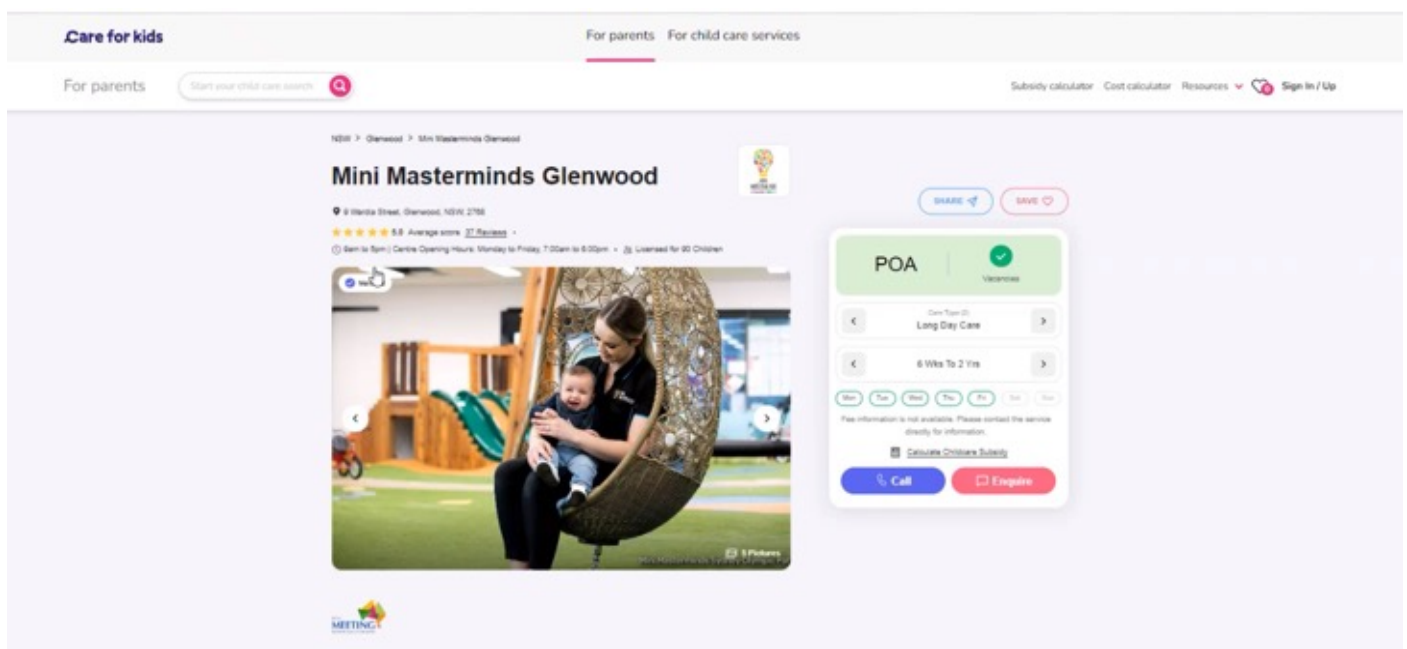
PROJECT PHASE

To ensure that their partner centres could update and maintain their childcare listings on the main company website autonomously, Care for Kids was looking to build new, editable internal portals that had customised dashboards for each centre and could automatically generate customer reports. They also required assistance in migrating from GA3 to GA4 and for modernising their existing website.

Corptec swiftly assembled a multidisciplinary team to address Care for Kids' diverse requirements. We first completed a quick migration from GA3 to GA4, since Google Analytics was ending support for GA3 imminently. This successful migration and our team's expertise in frontend and backend technologies instilled confidence in Care for Kids, leading them to collaborate with us on their complex website

enhancement and data warehouse optimisation projects.

Our team of developers thus went on to develop a set of integrated portals from scratch, that helped Care for Kids maintain their website content efficiently. Each of these portals had three sets of users (namely, the centres, the Care for Kids employees, and the customers/parents) who could interact with or edit the content from the backend as allowed by their user permissions. The development and maintenance of these internal portals were crucial for the centres in managing client interactions. Our team ensured that when any centre made a change to their specific portal, the changes were reflected in the Care for Kids website in real-time. We also migrated the entire Care for Kids' website and portals from a legacy technology like ASP.Net to a modern framework like React, which helped the overall website perform better and be more versatile.



KEY HIGHLIGHTS

No-Code Low-Code

Child care centres listed on Care for Kids were now able to manage their listings and enquiries, and view performance reports independently, without relying on a developer.

More Customers

With the integration of the new portal, the total number of centres registered with Care for Kids went up to 23,300+ in number.

Centralised System

The new portal enabled everyone - from the centre management to the parents to the Care for Kids team - to login, view and respond to enquiries or emails, leave reviews, and access FAQs.

Quick Go-to-market

The quick go-to-market time achieved by Corptec's professionals gave Care for Kids the confidence to expand their business and simultaneously gain positive reviews from the parent community across Australia.

Autonomous Centres

With the new 'Manage Listing' feature, centre owners could now make changes to their profiles, addresses, phone numbers, opening hours, pricing details, etc., rearrange these columns as necessary, and preview these changes before making them go live on the website.

Corptec's SQL Developer then went on to optimise Care for Kids' data warehouse. This involved rewriting existing views and automating the creation of monthly reports for the 1,500+ childcare centres listed on the website, which was previously generated manually by Care for Kids' team.

Moreover, due to the changes that took place because of the GA4 migration, Corptec's developers also had to create duplicates of each and every view in the data warehouse from scratch, using new table and column names in GA4, so that the monthly reports could be automated.

Emboldened by Corptec's successful deployments, Care for Kids embarked on a new venture to include Child & Parenting Services (such as sleep consultants, nanny services, nutritionists, family lawyers, photographers, birthing classes, etc.) in their website. Our project team, therefore, created a new Directory Listing, in which parents could filter the services they require by category and state, and view the results in the form of cards.



Corptec has exceeded my expectations. Your UI resources were excellent. The dev team has managed to deliver a few substantial pieces of project works – GA4 migration, Centre Listing Profiles, Provider Portals, and Parent Portal. Overall project deliverables were of sufficient quality and contributed positively towards our customer base.

Minh Nghe, Head of Tech

CHALLENGE

As Australia's most comprehensive childcare services platform, Care for Kids maintains Australia's largest network of registered childcare providers. To make the experience easy for the scores of parents researching childcare centres in their local suburbs, Care for Kids had many internal portals running in the backend—these portals helped the childcare centres manage their listings on the Care for Kids website.

However, the portals weren't comprehensive or user-friendly, and Care for Kids was unable to manage multiple requirements from the centres and their respective customers. The portals also suffered from functional shortcomings and a below-average UI. The centres did not find enough functionalities to manage their listings on their own. This meant that any time they wanted to make an address change or update their pricing information, they needed to reach out to Care for Kids to make that change. This led to unnecessary manual work for the Care for Kids team and undue delay in updating their own listings for the centres involved.

Also, Care for Kids did not have a technical team who had the expertise to manage such complex requirements. Although they had employed an offshore third-party vendor for their website re-design and portal building, the Care for Kids management were not happy with their delivery, reporting, and delayed deadlines.

Moreover, Care for Kids' internal team spent many hours creating monthly performance reports for all their 1500+ centres, based on the data fetched from the data warehouse.



Corptec resources displayed great communications and technical skills. Team work and strong work ethics consistently shown throughout the engagement. The dev team members were professional and display very strong work ethics. They often work beyond what is expected of them especially given the time pressures involved.

Minh Nghe, Head of Tech

APPROACH

Step One: Discovery

When Care for Kids initially approached Corptec, they were urgently looking to migrate their assets from GA3 to GA4, since the GA3 support was due to end soon. They did not have a reliable or experienced technical team who could achieve this in-house. However, Corptec found this an easy project to undertake and completed the migration successfully within 4 weeks. Delighted by this quick deployment, Care for Kids approached us with a new IT roadmap, for which they hired our entire team of developers.

Step Two: Implementation & Integration

To help Care for Kids achieve their ambitious IT roadmap, Corptec provided an entire project management team, consisting of a mix of front-end and back-end developers, SQL developer, data engineer, and a project lead. We rebuilt their internal portals from scratch to address usability issues and technical gaps. We also facilitated the creation of a Directory Listing feature on the website, allowing users to explore and engage with various childcare and parenting services.

See what *parents* are saying

"We loved having complete access to the services in our area. As we both work, having the time to look through our options after dinner was an enormous help!"

Sam & Ryan, Ivanhoe

"Care for Kids helped me find a better option for my child who wasn't responding well to his original placement. We loved being able to filter through our requirements & enquire straight away to ensure his needs were met."

Rebecca & Simon, Sunbury

"As first time parents we had no idea where to start! We felt really overwhelmed, so we loved being able to set aside time to learn about our options & the types of learning available."

Megan & Tim, Blacktown

"We love Care for Kids! 3rd time enquiring through their platform! So easy!"

Matthew & Claire, Moorooka

"The cost calculator and Subsidy Calculator are such great tools! Finally, I can rest assured I won't be going over my budget."

Susanna, Parklea

"Care for Kids & Toddle is great. We loved being able to share the journey with our friends to ensure our friends saw the same great centres. Enquiring and keeping track has never been easier!"

Jason & Grace, Aspendale

OUTCOME

Corptec successfully delivered all the Care for Kids projects within a span of 6-8 weeks. The internal portal created by us contained a detailed dashboard for each centre, displaying parent enquiries, existing customer information (such as their current plans), Google ratings, etc. We created additional tabs for the centres to manage listings and subscriptions. The enquiry emails from parents could be classified according to task status (such as In Progress, Closed, etc.), and anyone from the child care centre with appropriate access could login and reply to these enquiries. Filters were also added that helped the centres view everything they needed on a single dashboard.

The centres could now also view their general enquiries performance metrics for their specific suburb and analyse how they performed vis-à-vis their competitors located in the same area. The portals now functioned as a CRM platform, giving centres insights into the traffic source, impressions, and clicks for their page. These analytics could be viewed as numbers, graphs, or pie charts.

4

Coding Languages Used

4 coding languages used including: React js, tailwind, Next js, C#, .Net

15+

APIs created

More than 15 APIs created and all successfully integrated

100+

Ticket Solved

More than 100 client requests successfully solved during the 10-month project timeline

100%

First Contact Resolution

Achieving a 100% First Contact Resolution rate, demonstrated efficiency by resolving issues on the same day, sometimes even within an hour

CLIENT FEEDBACK

Corptec has helped Care for Kids achieve significant time savings as we were able to successfully deliver a key roadmap feature in 2023. They enabled our dev team to double in size. This allowed Care for Kids to execute and deliver more projects. Corptec's resources were amazing at getting up to speed and diving straight into deliverables executions.

In summary, Corptec helped us:

- Achieve cost benefits given the increased resources
- Save time through higher deliverable outputs
- Improve customer satisfaction due to a new feature being delivered

----- **Minh Nghe, Head of Tech**



Would you like to explore how you can deploy custom software to grow your business? Corptec provides you a dedicated agile team who can build high-quality solutions to give you an exclusive edge. Whether you're looking to for on-time custom application development, implementing specialised solutions, or accommodating custom integration or legacy system upgrade requirements, Corptec is the partner for you!

Reach out to our certified experts to learn how you can build your imagination with us.

Get in touch today: <https://corptec.com.au/custom-development/>

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PARTNER

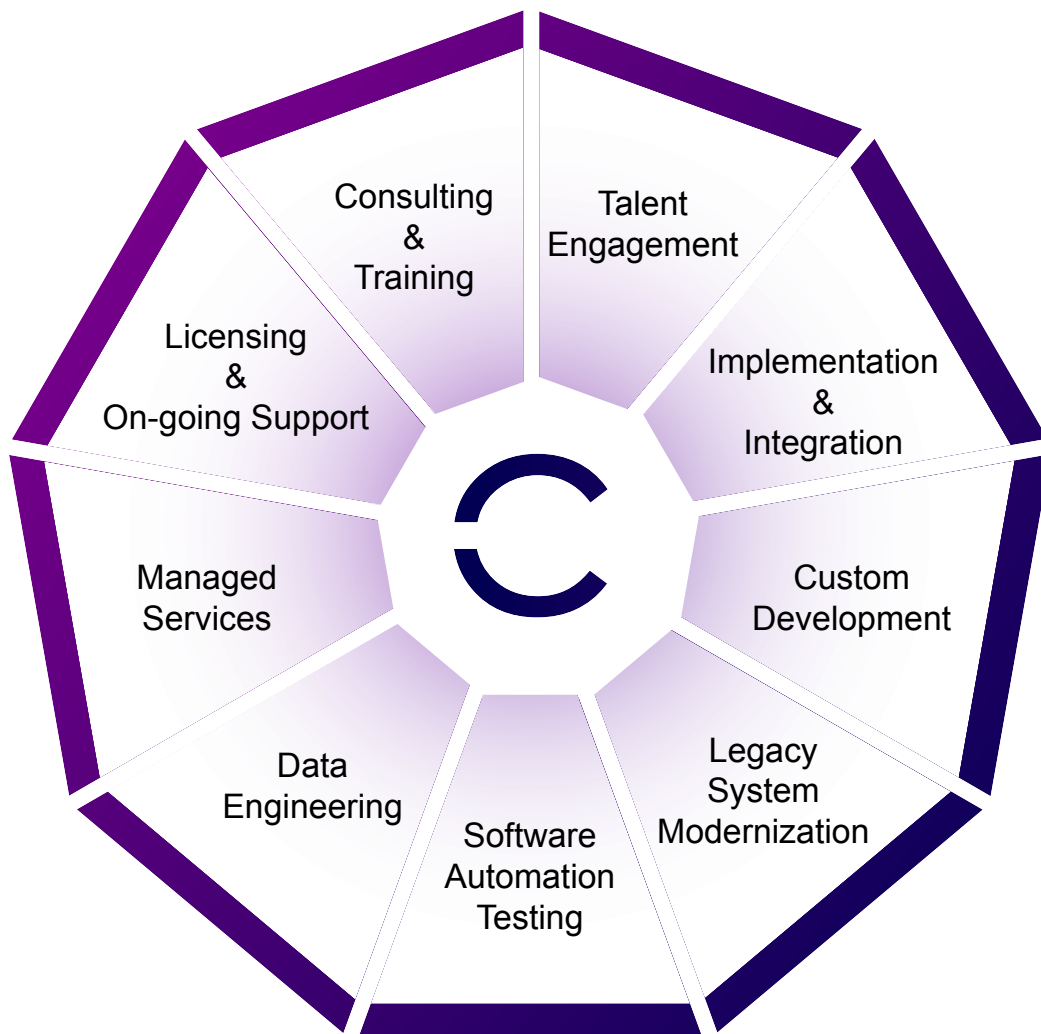


HubSpot

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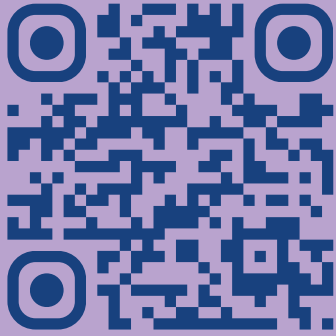
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