Customer Story | Homecare Homebase

Healthcare Software Company Increases Education-Driven Revenue by 40% YoY with Skilljar

Homecare Homebase develops mobile software solutions for home-based care agencies, using real-time data to reduce paperwork, streamline agency processes and boost productivity to empower exceptional care for patients.

In partnership with Skilljar, Homecare Homebase launched Homecare Homebase University, an all-in-one educational resource with live, on-demand, and virtual training opportunities.
Skilljar has been a lifesaver for our company. We were in need of a product that would provide an exceptional user experience from the point of purchase to the conclusion of training. With Skilljar, our program's revenue has increased by over 40% year-over-year. Not only is the product incredible, but the partnership we’ve developed with our team at Skilljar has made our experience even better. Any questions we’ve had, or issues we’ve run into along the way, the Skilljar team has empowered and supported us. Relationships are key with any product, and our connection with Skilljar has made us fans for life.

— Katie Liestman, HCHB University

**Challenge**

Prior to working with Skilljar, Homecare Homebase (HCHB) had an existing training program, consisting of regularly scheduled live, instructor-led, in-person courses. While effective, HCHB realized that this format of training is difficult to scale and sought out a centralized portal where they could manage all of their training activities and expand into virtual and on-demand course formats.

**Goals**

- Improve product adoption
- Increase operational efficiency
- Grow training revenue
- Leverage existing instructor-led training program as the foundation for on-demand program and resource development

**Solution**

Using the company’s existing live training program, Skilljar and HCHB partnered to create HCHB University, an all-in-one educational resource for new and existing HCHB customers. The first step was to set up HCHB’s live trainings on the Skilljar platform as calendar events, centralizing the resources and logistics in one location. Students are easily able to purchase training and then register for in-person events in one, seamless transaction. Using Skilljar’s Enforce ILT tool, HCHB ensures that students register for live training sessions at the time of purchase.

Within just 2 months, HCHB University was up-and-running, with the Education Team managing the live training program end-to-end. Using that success as a springboard, HCHB is now shifting its focus to the creation of on-demand content and virtual training offerings.
Results

• Just two months after launch, HCHB hit its initial revenue goal of a 15% increase
• After launching in just 3 months, HCHB secured $100,000+ in training revenue
• Within four months of launch, revenue increased 40% year-over-year

What’s Next

Following the initial success of HCHB University’s live training launch, the company is now focused on supplementing their program with on-demand and virtual, instructor-led training opportunities.