CareHome Life
Honouring our loved ones with dignity

CareHomeLife brings a breath of fresh air to Highpoint Care

"It takes a lot of work to change suppliers," says Alison Brownbill, Operations Director at luxury care home group, Highpoint Care. Nevertheless, this 2-home family business took on the task of moving their Housekeeping and Laundry contracts to CareHomeLife in 2023. We spoke with Alison to find out why they chose CareHomeLife, how we're keeping the promises we made them and why the change has been good for Highpoint Care in every sense.

TIME FOR A CHANGE?

"Our incumbent supplier – a large global company – had started to let us down," explains Alison. "We had a great account manager, but they left, and we began to experience problems: a product ruined our floors and they just didn't listen to us; we would call and not get a response; availability was also becoming an issue, and they put their prices up.

"Products were constantly out of stock and staff were having to take money out of petty cash to buy better products!

"Something needed to give. But we were just coming out of Covid, we were busy and didn't have time to dig out invoices etc… it takes a lot of work to change suppliers.

It's natural to be sceptical when new suppliers get in contact.

"Everyone promises the same old things – better service, lower prices – but things soon start to slip.

"A representative from CareHomeLife approached us and we kept putting them off. But they persevered and, when we talked to them, we liked their ethics and the fact they really listened to us. Around that time, we happened to speak with our previous account manager, and they sang the praises of CareHomeLife. As we trusted their opinion, we decided to come on board."

> *We liked their ethics and the fact they really listened to us*

LIVING UP TO OUR PROMISES

Since becoming a customer, Highpoint Care has found that – far from going back on their promises – CareHomeLife continues to deliver in ways previous suppliers never had.

"The biggest difference for us in terms of service is reassurance," Alison tells us. "Reporting and budget control makes it easy to look at the stats and see if we're over-spending. Our business development manager, Joel, has built a relationship with the managers and the domestic team. Everyone knows him and CareHomeLife. They've bought into the changes.

"For example, when Joel identified an issue with overspending, he discreetly solved the problem and provided some extra on-site training for staff.

"Product-wise, odour control has made a marked difference. We have a lot of residents with continence care needs and people would sometimes complain about the smell. Now, the corridors smell lovely and look clean. You can tell where has been cleaned straight away.

"We have better laundry results too. It's cleaner – the stains come out first time now – and it smells nice."

> *"You can tell where has been cleaned straight away."*

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REASSURANCE AND RELATIONSHIPS

"CareHomeLife delivered and continue to deliver what they promised us: a strong relationship with our account manager, reassurance from reporting, and better cleaning results from quality products," continues Alison.

"What we love most about CareHomeLife is the relationship. It's rare these days for a supplier to engage like that. They look after us, listen to us and make our lives as easy as possible."

Michelle Reeves, Finance Director at Highpoint Care agrees that the relationship has been key to transforming their Housekeeping and Laundry: "CareHomeLife are specialists in what they do. They know what we should be spending in our homes and keep a close eye on things so they can quickly flag any anomalies.

"Our businesses are very aligned. Both are family-owned. Both driven. They are growing, like us, and still want to deliver a great service.

"It's not often you can recommend a company – but I would stand up and fly the flag for CareHomeLife!"

If you're looking for a proactive supplier partner who will take care of the detail and keep their promises, get in touch. Our care home essentials specialists could be the breath of fresh air your care home needs.

> "CareHomeLife delivered and continue to deliver what they promised us"

Arrange a call with a care home essentials specialist

Call 01772 425310 or email
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