



Careline365

Here for you

Careline365, a leading provider of personal alarm services, is dedicated to empowering individuals to live independently and safely at home. Part of the Appello Group, we utilise digital home and, on the go, alarms with compassionate support to deliver tailored solutions for personal care.

Analogue to Digital: Aster Group's Migration with Careline365

Aster Group, a housing association established in 1990, provides quality, affordable homes to thousands across the south of England and London. With a vision that everyone should have a home, Aster Group owns and maintains over 36,000 properties across the region.

Challenge

Aster's Connected Living service provided telecare to 3,000 individuals in the south-west of England through a third-party alarm receiving centre, supporting approximately 6,200 connections:

- 2,800 connections across 89 sheltered accommodation sites.
- 3,400 private-paying customers.

With the UK's digital switchover progressing, maintaining these services has become increasingly challenging and costly. Many housing associations are reassessing their telecare services due to rising costs, the digital switchover, and the need for a seamless transition for residents. Aster decided to close its service and sought a suitable provider to take on its customer base. To ensure the best outcome, Aster initiated a competitive bidding process, inviting multiple telecare operators to participate.

Solution

Careline365 took the time to understand Aster's business and client needs, allowing us to present a compelling offer that ensured continuity of service while demonstrating our expertise in large-scale customer transfers. Our experience in working with housing associations meant we could offer

a solution tailored to both the operational needs of Aster and the wellbeing of its residents.

Following a comprehensive review, Aster selected Careline365 based on our proven ability to safely migrate services without customer disruption, our strong focus on customer experience, and our capability to support customers through the transition to digital telecare.

Implementation & Results

Careline365's project team worked closely with Aster's housing team to facilitate a seamless migration process, completing the transition in just over two months from contract signing.

A critical part of the migration was the transfer of phone lines from Aster's previous alarm receiving centre to Appello's. Additionally, digital alarm units were reprogrammed to ensure continued functionality. To maintain uninterrupted service for all customers, we also facilitated the seamless transfer of customer payments.

Leveraging our experience from past asset purchases, we were well-prepared to efficiently transfer phone lines and streamline the process. With minimal staff requiring TUPE (Transfer of Undertakings Protection of Employment), the transition was smooth.

Successful migration of **2,900** residents to Careline365



We also utilized the Appello Digital Bridge to resolve an industry-wide issue with Tyntec analogue alarms. The Appello Digital Bridge provided a temporary solution by converting analogue signals to digital until a full equipment upgrade could be implemented.

Long-Term Partnership

Following the migration, Careline365 and Aster established a long-term referral partnership. Under this agreement, Aster refers clients who may benefit from an alarm system to Careline365, where they receive a generous discount on their alarm package.

Careline365 is committed to supporting Aster's clients beyond the initial transfer. We proactively began to upgrade their analogue alarm systems to digital in preparation for the switchover. To facilitate this, we created a dedicated team to contact every transferred client, explaining the impact of the digital switchover and offering an upgrade to our Smart Life digital system.

This partnership model provides a valuable example for other housing associations considering a transition away from in-house telecare services, ensuring their residents continue to receive high-quality care without the operational burden.

Conclusion

Through our expertise and customer-focused approach, Careline365 successfully transitioned Aster's telecare service, ensuring minimal disruption for thousands of customers. By facilitating a smooth migration, resolving technical challenges, and proactively assisting clients with the digital switchover, we delivered a seamless experience. Our long-term partnership with Aster reinforces our commitment to helping more individuals live

safely and independently at home. For housing associations considering a similar transition, Careline365 offers a trusted and proven solution that ensures both operational efficiency and resident well-being.

Kerry Appleton, Head of Grouped Living Systems, Aster Group

"The decision to partner with Careline365 was taken to secure a digital future for our telecare customers. While the transition wasn't without its challenges, their collaboration and expertise in handling large-scale service migrations was a huge benefit.

After the successful transition, we established an ongoing referral partnership with Careline365 to continue supporting our customers in need of telecare services. This partnership allows us to refer individuals to a trusted provider. Careline365's dedication to delivering technology enabled care to customers has made them an invaluable long-term partner that we would recommend to other housing associations."

Sam Gay, Project Manager, Careline365

"Managing a transition of this scale requires precise planning and a customer-first approach. Our priority was ensuring that Aster's residents experienced a seamless migration with no disruption to their service. By working closely with Aster's team and leveraging our expertise in large-scale transfers, we successfully delivered a smooth transition of 2,900 residents within a tight timeframe. We're proud to continue supporting Aster's residents through our long-term referral partnership, ensuring they have access to reliable and digital alarms"

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