Age Concern Hampshire Launches New CRM System to Revolutionise Day Care for Older People

Thursday 6 February, 2025

Age Concern Hampshire, a leading charity dedicated to improving the lives of older people across the region, is excited to announce the launch of its pioneering new Customer Relationship Management (CRM) system. Developed in partnership with Dom Portal and powered by Zoho CRM, this bespoke, state-of-the-art technology, will transform the delivery of day care services, strengthen connections with families, and ensure the highest quality of care for older people.

By centralising information in one easy-to-access platform, the system will reduce administrative time, allowing teams to focus fully on enhancing the day services provided in each of its four Care and Wellbeing Centres across the county, enabling them to spend time on care. Real-time updates will ensure that staff are easily informed of any changes or updates to that day's schedule, leading to quicker and more efficient responses.

This innovative approach will not only improve the overall experience for those receiving care but will also enable Age Concern Hampshire to extend its reach and support to even more individuals in the community.

The new CRM system is built to improve communication both within Age Concern Hampshire and with the families of those in its care. It will provide families with easy access to information about their loved ones' daily activities, participation and meals, helping them stay informed and engaged in the care process, while promoting peace of mind.

"We are delighted to launch this new CRM system, which we believe will revolutionise the way we deliver care to older people in Hampshire," said Hannah Park, Head of Operations at Age Concern Hampshire. "This technology will allow us to build stronger relationships with families, improve communication, and ensure that each individual receives the best possible care. We are committed to providing the highest standards of support, and this system is a key part of achieving that goal."

This investment represents a significant milestone in Age Concern Hampshire's commitment to delivering the highest quality care to older people. The cutting-edge solution is specifically designed to address the rising demand for personalised, efficient, and person-centred care as the population continues to age.

Founded in 1985, Age Concern Hampshire provide services to the older community of Hampshire. The charity currently deliver support at their Care & Wellbeing centres throughout the county, as well as Foot Care clinics, Help at Home, Information via their Information Hub, Hospital to Home Services, Community Information Volunteer Services and a variety of other activities.

For more information, visit: www.ageconcernhampshire.org.uk

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