

HomeWell Makes Resounding Return to Tapcheck After Moving to Competitor Platform

HomeWell Care Services (HomeWell) is not your average home care agency. They take a holistic approach to providing non-medical in-home care to seniors so they can perform the daily living activities needed to stay safe, happy, and healthy at home.

Eli Collier is the proud co-owner of HomeWell. She has been steadfast in hiring a team that specializes in personalizing the home care experience for patients throughout the Central Tennessee region since January 2020.

Empty Early Wage Access Promises Attract and Quickly Repel HomeWell's Business

When multiple companies are competing for the same employees, offering the benefit of early wage access is pivotal to a business' recruiting and retention strategy. Recognizing this, HomeWell knew they wanted to offer on-demand pay as part of their employee package from the outset.

At first, they encountered resistance from multiple providers that deemed their business too small to implement the benefit. Then they found Tapcheck, whose financial wellness solution came at no cost to employers, serviced a broad market—from companies considered small and midsize to those with tens of thousands of employees—and allowed for seamless integrations with more than 100 payroll and time and labor management systems.

This made for effortless integrations with HomeWell's payroll and time and task management systems provided by Viventium and WellSky, respectively. In addition, Tapcheck has partnered with WellSky as their exclusive API-integrated earned wage access (EWA) solution for customers.

As HomeWell's workforce grew and caught the attention of Tapcheck competitors, they were enticed to try an EWA platform that seemed to promise more options and additional bonuses for employees to access their wages early.

In reality, the competitor's solution proved difficult for employees, featuring a complex sign-up process and unintuitive app navigation. The EWA redemption process was overly complicated, sometimes requiring other applications to be downloaded to retrieve and use funds. Overall, it was a clunky and cumbersome experience riddled with issues for employees.

Eli Collier
Co-owner

Quick facts

 **Company:** HomeWell Care Services

 **Industry:** Home Care

 **Headquarters:** Nashville, TN

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We ultimately decided to return to Tapcheck because my employees demanded it. They were coming to me saying, ‘Please go back to Tapcheck, we love Tapcheck.’

Eli Collier
Co-owner

On the business side, the platform did not integrate properly, reporting was slow, and redemption numbers were inaccurate. When HomeWell tried to work with the competitor to get these issues resolved, they discovered that their customer service was virtually non-existent.

Collier admits, "Ultimately, the new program that we thought was bright and shiny was not working well."

Tapcheck's Ease of Use and Support Stand Out in the On-Demand Pay Industry

Shortly after switching EWA platforms, HomeWell's employees communicated their disappointment and demanded a return to Tapcheck.

"I listened to my employees because the whole point of offering on-demand pay was to retain them and keep them happy," Collier said.

Tapcheck's program stands out to Collier because of its ease of use. During launch, reliable resources were provided like flyers, posters, communication templates, and onboarding materials. These helped train employees on how to best use the Tapcheck platform and where they could go for additional information and support—none of which were provided by the competitor.

Collecting earned wages is also made easy through the Tapcheck app. After an employee completes a shift, their available balance updates and they can transfer money the next day or instantly to a bank account, Tapcheck Mastercard®, third-party debit card, or mobile payment app such as Venmo, CashApp, Zelle, etc. The way Collier sums it up is, "Tapcheck just makes it easy."

Collier also appreciates the responsiveness of Tapcheck's customer service, answering all her questions thoroughly and treating her like a human being by not giving canned responses. In addition to premium support for the business, Tapcheck provides direct help to employees, so the business doesn't have to dedicate extra time to signing employees up or troubleshooting.

High Registration and Usage Translates to Happier Employees

The decision to return to Tapcheck's financial wellness benefit has relieved and enthused HomeWell's workforce. The numbers prove it: 50% of employees are registered with Tapcheck, and 20% use the benefit each week, in stark contrast to the competitor's offering, where only 15% of employees registered, with a dismal usage rate due to its complexity.

Employees are once again accessing their paychecks early for diverse financial needs, from purchasing crucial prescriptions for their children to making family birthdays meaningful and addressing unexpected car repairs without stress.



When my employee's car broke down, they were able to get to work because they had access to their funds ahead of time to pay for that repair,



Collier explains.

With happier and financially healthier employees, HomeWell is confident that their recruiting and retention efforts are back on track. The fact that Tapcheck is offered at no cost to companies, seamlessly integrates with and does not disturb current payroll processes, and offers direct support to employees, positions Tapcheck as the unquestionable benefit for businesses to offer.

About Tapcheck

Tapcheck is a financial wellness company offering a suite of benefits for employees, including an on-demand pay product, also known as earned wage access. Available at no cost to employers, Tapcheck enables employees to safely access a portion of their paycheck, for completed shifts, ahead of the next payday. Tapcheck's seamless integrations with payroll and time and labor management platforms avoid disruptions to your current business processes and cash flow.

About HomeWell Care Services

Home care is never a one-size-fits-all solution. That's why HomeWell provides a holistic approach, resulting in a personalized experience based on individual needs. You get the qualified, professional assistance needed, along with compassion, and peace of mind—ensuring a comfortable life at home, right where you belong.

