



ADMR

**«With Crosscall we work together,
exchange views and share our
experiences. We are in a real partnership
rather than a customer- supplier
relationship.»**

The ADMR is the first associative network of home helps in France. Founded in 1945, the association supports childhood, parenthood, disability as well as the care offered to seniors and home maintenance.

In a few figures, the ADMR has 94,375 employees and 720,000 customers in 87 French departments.

<https://www.admr.org>

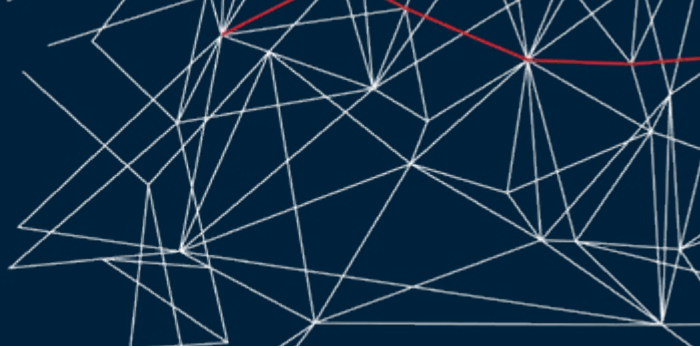
More than
101
million hours of
interventions

720,000
Customers

18,000
Crosscall CORE-M4
deployed within the
ADMR fleet (to date)



Home help



THE CHALLENGE

What was your initial issue?

In the years 2008 to 2009, we equipped all our home helps with telephones to create an online planning system and follow-up. However, the devices were not functioning properly and experienced many bugs. Especially since the business application had many flaws.

What difficulties did you encounter?

The numerous bugs constantly slowed down our entire system. When a smartphone stopped working, another phone was sometimes assigned to the home help and if not, the latter would have to go back to using paper. The consequence? A burdensome administrative overload. Keep in mind that home helps use their smartphones from morning until night, whether to look at their schedule, communicate with clients, but also with the association. The smartphone also makes it possible to record service hours directly on the device.

What solution were you looking for?

Faced with this issue, we then made a radical change of strategy: to provide our teams with tools made for mobility. The smartphone has become the home help's office, therefore, it is essential to provide them with the best.

What were your needs? What was at stake?

We needed to develop more functionalities and increase our digital ambitions. Our job has a strong human dimension, and this digital evolution is above all aimed at enhancing the mobility and proximity of our teams. Initially our smartphones were equipped with a single application that we now want to develop by integrating new ones.



CORE-M4

“We wish long life to the partnership between Crosscall and ADMR.”

THE CROSSCALL SOLUTION

Why did you want to change your solution?

Every day we received at least 3 or 4 emails of dissatisfaction about the mobiles used at the time. The failure rate was just too high, and no evolution was possible with these smartphones. We then asked ourselves how to improve our equipment? The answer was simple: opt for Crosscall quality.

How did you find out about Crosscall?

After having read about all the phones on the market, we inquired about the best adapted device for our use with the best reputation. That's how we got to know Crosscall.



What convinced you about this solution?

Crosscall represents for us the best balance between the technical and financial aspects. And being able to develop other applications will further reduce the travelling time of our teams. This saves us both time and money. Similarly, having PTI* solutions directly integrated is a real plus. Finally, the 3-year warranty also played an important role in the final choice.

How did you implement the solution?

We first wanted to test about thirty Crosscall devices in order to analyse their performance as well as the daily use of the smartphone. Then followed a real enthusiasm for the brand.



[CROSSCALL.COM](https://www.crosscall.com)

How did your employees welcome the device?

The home helps were not only very satisfied, but also felt valued because of the quality of the phone. The test was carried out for a month, and the results were more than conclusive. We now have more than 18,000 Crosscall devices in our fleet.

What do you think of the complete package of Crosscall accessories and the X-LINK technology?

The USB charger is an essential tool for home helps, especially since we are considering integrating a GPS into the smartphone. Previously, teams had to charge their phone directly at the customer's premises, whereas today they have the freedom to do so directly from their vehicle.

Crosscall is a French brand, is this important to you ?

The fact that Crosscall is a French brand is a real asset,

* Protection of the Lone Worker

but not only. Since the health crisis, communicating with our home helps had become even more essential. The use of mobile phones is now taking a central role in our work.

“We inquired about the best adapted device for our use with the best reputation: it was the Crosscall smartphone.”

Does the solution give you complete satisfaction?

We are completely satisfied! Home helps appreciate the ease of use of the smartphone, the resistance and the degree of battery autonomy. The touch screen is also high quality.

What is your next step or development challenge?

The implementation of an integrated GPS system on the phone would be a real plus for us. In addition, we now want to extend our business applications. Finally, we also want to develop interactive messaging, receive information from connected homes and all this is possible thanks to Crosscall.

What are the advantages of the Crosscall solution for you?

From the outset we wanted to take advantage of a direct rapport with the manufacturer in order to reduce intermediaries as much as possible. With Crosscall, we work together, exchange views and share our experiences. We are in a real partnership relationship rather than a supplier- customer relationship.

Would you recommend this solution?

From now on, our goal is to deploy new mobile applications to facilitate the work of our home helps «without limits» and especially without constraints!

Interview with Jérôme Zoïs
Director of Information Systems, Innovation
and Digital Transformation