what matters to me

The application, that helps you to make a difference to your customer’s life

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Susan Boyle's First Audition 'I Dreamed ...

youtube.com
Digitalisation can truly change people’s lives!
What is your biggest dream?
How to serve your customers better?

Professional & motivated workforce + Understanding of one’s special needs in details = Personalized high quality service

Who knows best? — Customers (and their loved ones)!

How to get the information? — Digitally!
Status quo?

• much positive
• some fears
• pretty much speech
• good intentions

Source of picture
Going digital is a (never ending) process

Leadership & Management

- Hire a macigian?
- Understanding of possibilities
- Willingness to make a change
- Capacity as organisation
- Skills as workers/customers
- Development actions
- Tracking success

Action

Culture

Abilities

what MATTERS to me
What to do in practise?

• Start!
• Go step-by-step!
• Celebrate small successes!

Show leadership and manage the change!
You need only useful applications!
What Matters to Me is an online application:

• to describe one’s preferences and special needs in various situations and keep data up-to-date

• to share the information easily to a service provider in different ways

www.whatmattersme.com
Service situations and assistance

- I may not be aware of time and cannot perceive the passing of time
- My special needs are not visible or obvious
- In rapidly changing situations, these are of help
  - Additional information
    Tell me about Winnie the Pooh. I like it very much. Or sing me something.
- I don’t always understand rules
  - Additional information
    Be patient with me, please.

I want to sleep with a nightlight on
- Additional information
  I get better dreams
Service situations and assistance

Don’t touch me without my permission

- Additional information
  I feel it insulting

Don’t move me without my permission

- Additional information
  I want to know what happens next and I don’t like surprises like that

I appear to be intoxicated because of my disabilities

I am sensitive to sounds
Principles of data

• Data protection is compliant to EU-GDPR
• Users decide by themselves what information and to whom they want to share
• Service providers don’t need own account in the app to see the information customer wants to share
User can:

- send a link in advance
- show information from own mobile device in any service situation
- connect the app to EU Disability Card via QR-code (only in Finland)

www.whatmattersme.com
Take a step!

- **Try** What Matters to Me app with your customers 90 days **for free**!
- Give feedback!

www.whatmattersme.com
The offer in practise

- **Code**: EASPD19
- **Be quick**: this offer is valid until the end of November 2019

To get on-line support, send your contact information to: support@whatmattersme.com

www.whatmattersme.com
What Matters to Me app is now available:

- on the internet (no need for downloads)
- in English and in Finnish

Other language versions are also possible

www.whatmattersme.com
Digitalisation enables you to offer your customers a better life!

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