



**Burnie Brae**  
*community, connection, care*

## **Ageing Australia QLD State Conference**

*Enhancing Care & Efficiency with AI*

*11 June 2025*

# The Dream Team

Andrew Watson

CEO

**Burnie Brae**



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**Burnie Brae**



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Project Lead, AI Lab

**KPMG**



**Who is using AI?**

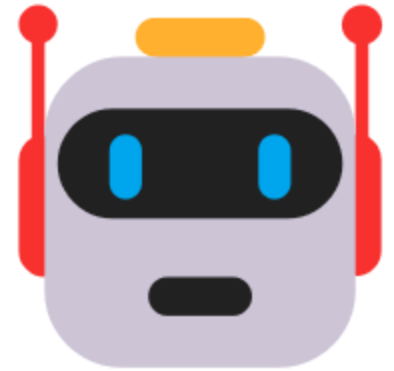
# Artificial Intelligence

## What is AI?

Computers or machines made to think and act like humans—or do things that usually need human intelligence.

AI can:

- Understand things
- Learn from experience
- Solve problems
- Make decisions



# Home Care Pain Points

## Clients/Family Members

- Long wait times when calling 'office'
- Inconsistent scheduling given staffing changes
- Anxiety and worry around service timing and who is attending
- Confused about how/where to get information

# Home Care Pain Points

## Providers

- High admin costs for 'low value' calls
- Volume of calls exceeds capacity of workforce
- Significant portion of clients still prefer landline phone communication method (or is their only)

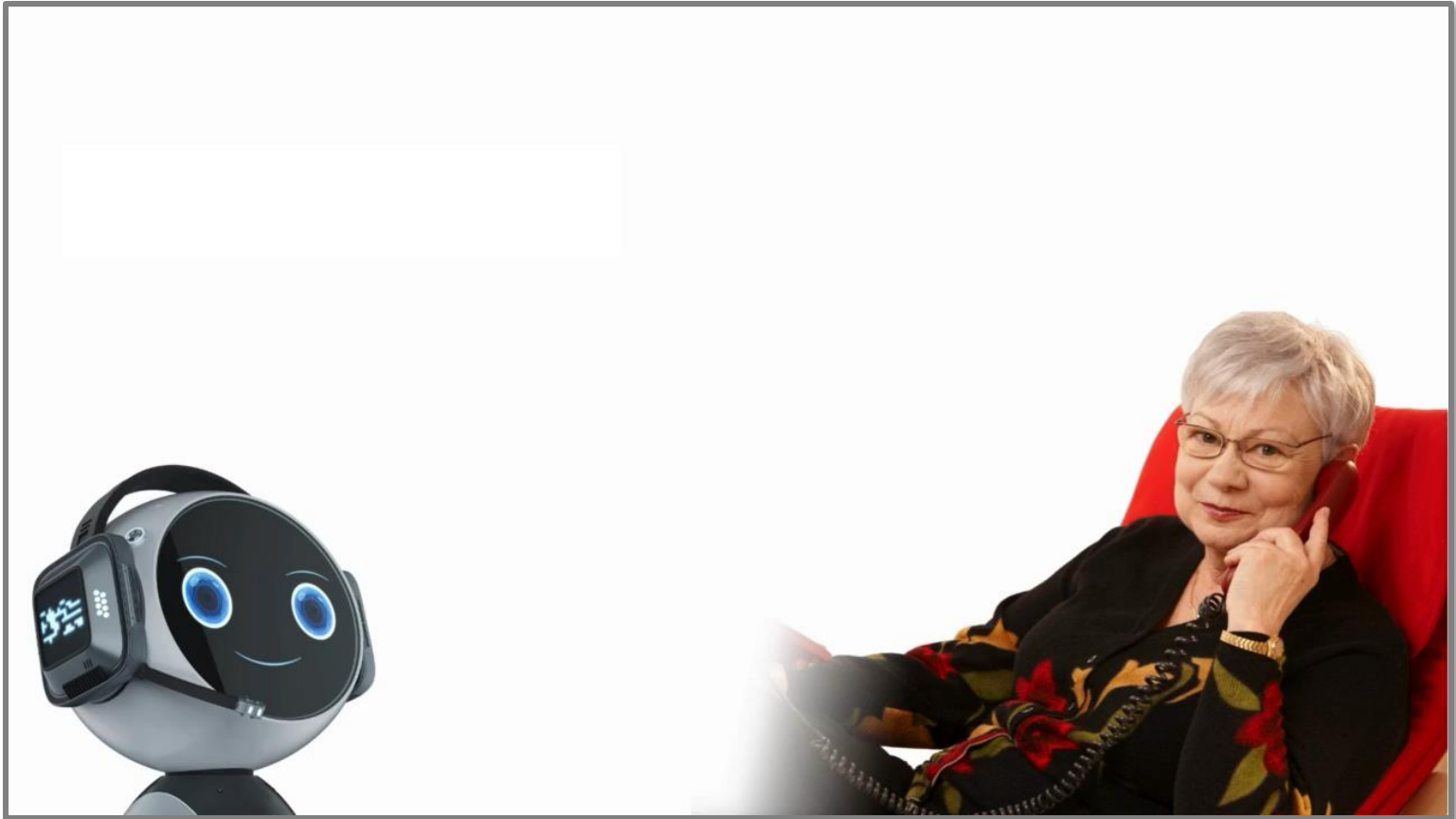
# The Pilot

**Challenge:** Inundated with 'low value' calls  
→ Poor client and staff experience.

**Solution:** Conversational AI calls for pre-emptive  
information delivery.

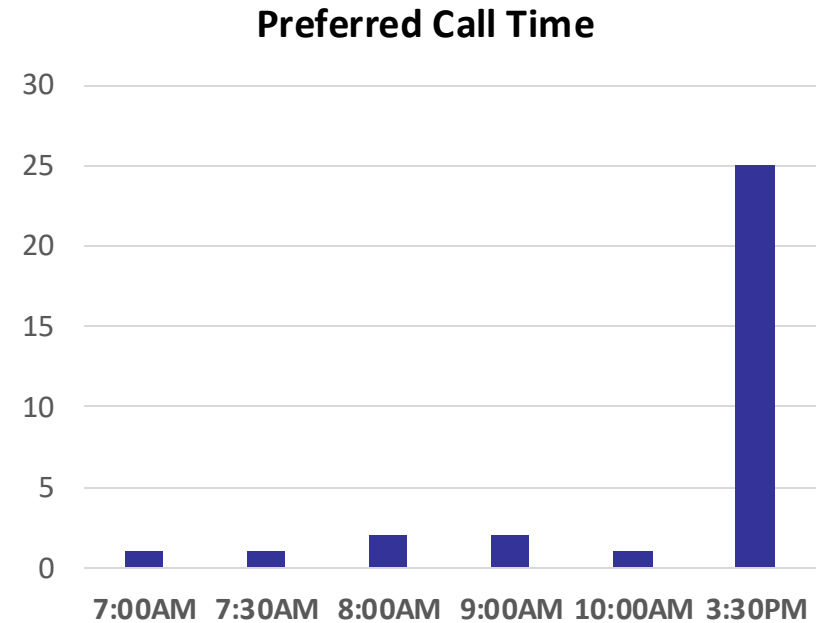
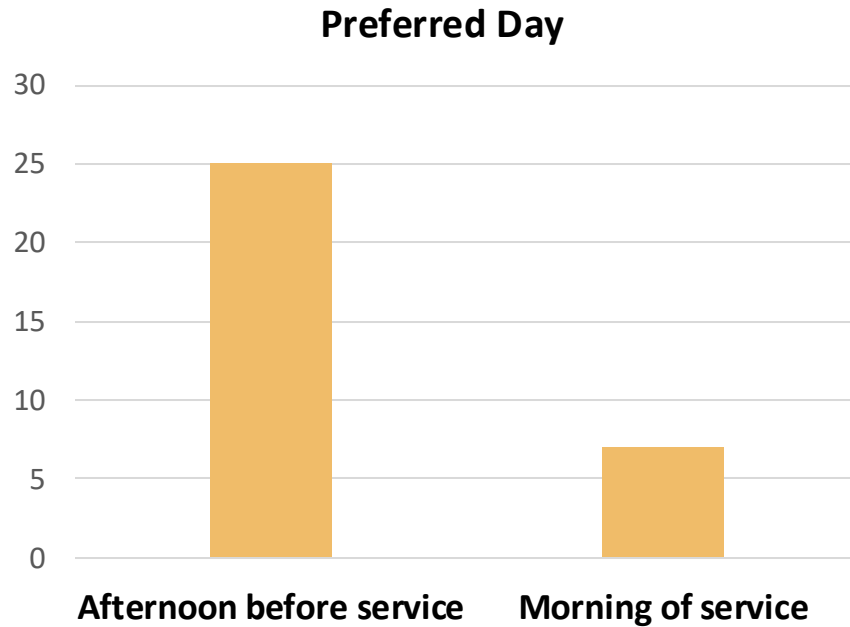


# The Experience





# Results: Personalisation

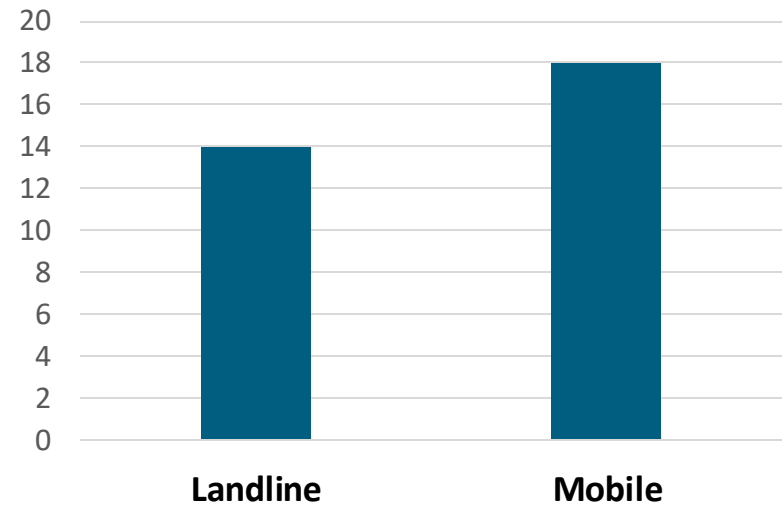


# Results: Personalisation

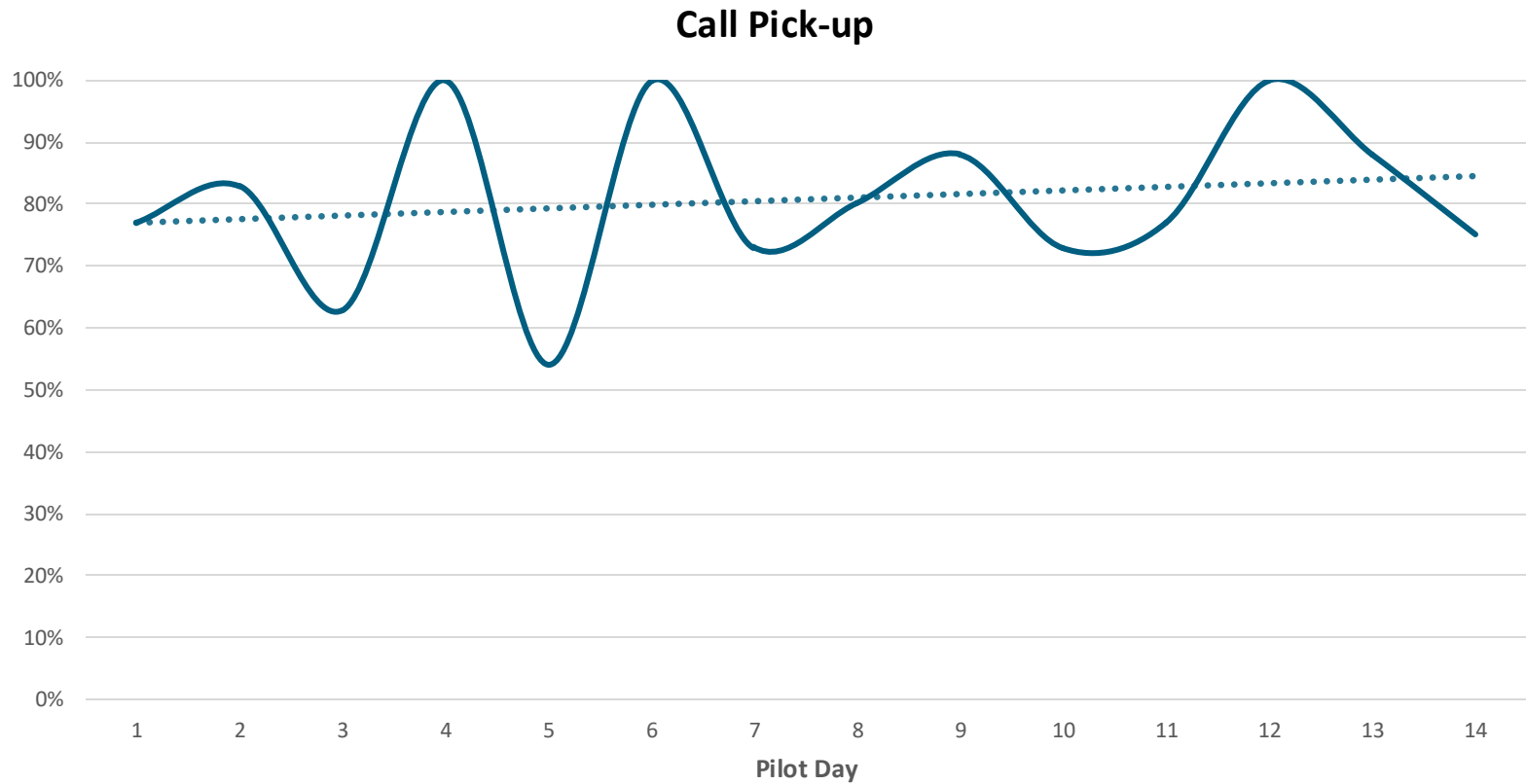
**Call content**



**Client Device**

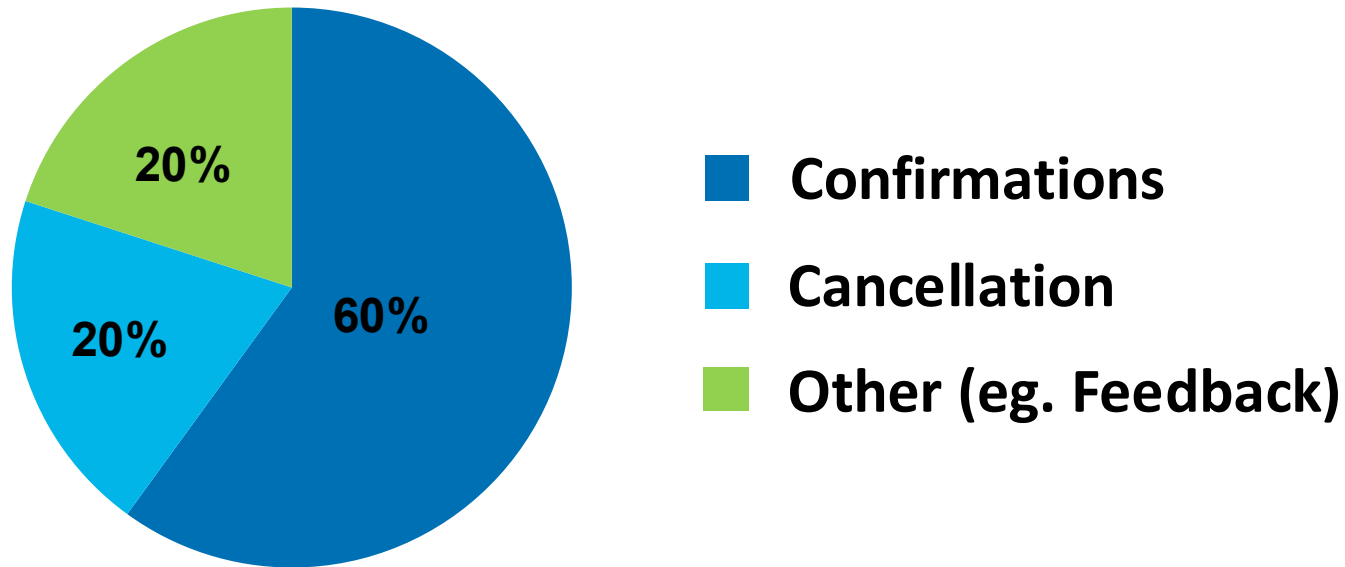


# Results: Pick-up Rate



# Results: Business Context

## Call Volume



191 call sample, Aug 2024

## Results: Business Outcome

	'Appointment Confirmation' Calls
Ave. 3-week period	28
Pilot 3-week period	14

**Appointment Confirmation Calls Reduced by 50%**

**Total call centre volumes potentially reduced by 30%**

# Results: Client Experience

**8.6 NPS**

**87% of participating clients  
would use solution if available**

**Cynthia's review:**

**"I call Burnie Brae every day, five days a week. During this project I didn't call [to confirm my services] once. It was a real relief. I often felt like I was bothering them, but I needed to know my information. I would be so happy if Burnie Brae did this. I'd be stoked. It makes it so much easier. It's less stressful for me, not having to call them."**

# Insights

**Clients prefer phone calls (for now)**

**Clients are comfortable with AI**

**Clients are willing to try new things**

# Tips

**Start with fact-finding**

**Look for simple wins**

**Start your AI journey now**



# Questions?

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