

# Supporting students in getting holistic, human help

## ISANA

24 May 2021

**Trusted to care,  
ready to respond.**

[sondersafe.com](https://sondersafe.com)



# Agenda

1. Who is Sonder
2. Traditional Model of Support
3. Sonder Solution to Support
4. Moving Forward

# Our Purpose

To challenge the conventional means of support by reimagining wellbeing and safety, one person at a time



# Who We Are

Explore the real issues with empathy

- **We are a team of proactive and empathic specialists who get holistic, human help to people for any issue.**
- **We are thought leaders and innovators who provide a one-stop tech solution which removes traditional barriers of access to support.**



# Sonder 24/7 Support Centre Team



## Support Centre

Human help to navigate the 'sea of support'

Our own 24/7 support centre staffed with emergency experts & clinical nurses. They assess and advise in uncertain situations, distilling complex situations and connecting to the right kind of help.

- Multilingual
- Operational intelligence
- Scalable
- Mental Health First Aid
- First Aid
- Federal Police Check Clearance
- Working With Children Check Clearance
- Professional background in Emergency Services

# Sonder 24/7 TeleTriage Medical Support

Accessed seamlessly through the Sonder app, our TeleTriage is the only service in-market that:

- Provides structured follow-up to ensure support through to resolution
- Reduces costs of critical incidents
- Reduces strain on institutional medical and counselling services
- Improves student 'health literacy'
- Supports students in quarantine and isolation with all mental health, medical and safety concerns



# 24/7 Responders

## In-Person Support

By students' side in the moments that matter

In-person responders with extensive emergency experience who can provide emotional support, ease risky situations and support students in traumatic situations.

A portion (only) of the Brisbane network shown here with credentials.

- Empathetic Human Network of Specialists
- Scalable Network
- Extensive First Responder Experience
- Mental Health First Aid Certified
- First Aid Certified
- CPR Certified
- Federal Police Check Clearance
- Working With Children Check Clearance

JOANNA "JO"



Jo is a first responder for victims of trauma, mental crisis, injury and crime. Her gentle and empathic nature has been an asset when supporting students during COVID quarantine in Brisbane. She is a long-term QLD Police Service and Customer Service Support Officer at Sonder.

ROWENA



Rowena has taught English in China and now works as a private tutor, volleyball coach and Sonder. Her altruistic nature and multilingual skills (Bahasa Indonesia, Tok Pisin, Mandarin and Spanish) offer support to students in their native language and with a high level of sensitivity. She had a 14-year career in the Australian Army in the Signal Corps, serving in East Timor and the Solomon Islands.

KON



Kon is a father of two children offering students an approachable and affable approach for support. He is fluent in Hakka and conversational in Tagalog. He has had a successful career in the Royal Australian Air Force and Police Link and is currently at Queensland Rail and Sonder,

TOM



Tom applies his medical skills to the Queensland Ambulance service as an acute care paramedic and Sonder responder. A father of two young daughters his likability and dependability are invaluable to students in need of support. He is a former soldier in the Australian Army, having served as a combat medic and in the Infantry Corps.

# Our Student Members

**150,000**

**STUDENT MEMBERS**  
International & Domestic

**University  
Pathway  
Private College  
School  
PBSA**

## In their words...

*"Found talking to Chinese speaking staff member extremely helpful."*

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*"Sonder App is useful just in case. Like even if you are just walking alone through the street you can use the App."*

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*"It helped a lot, it actually saved me. They arranged a locksmith to come and change the lock shortly after making the call. If not, yesterday the guy attempted to enter again I don't know what would have happened."*

# Traditional Model of Support

# A Student-Centric Model?

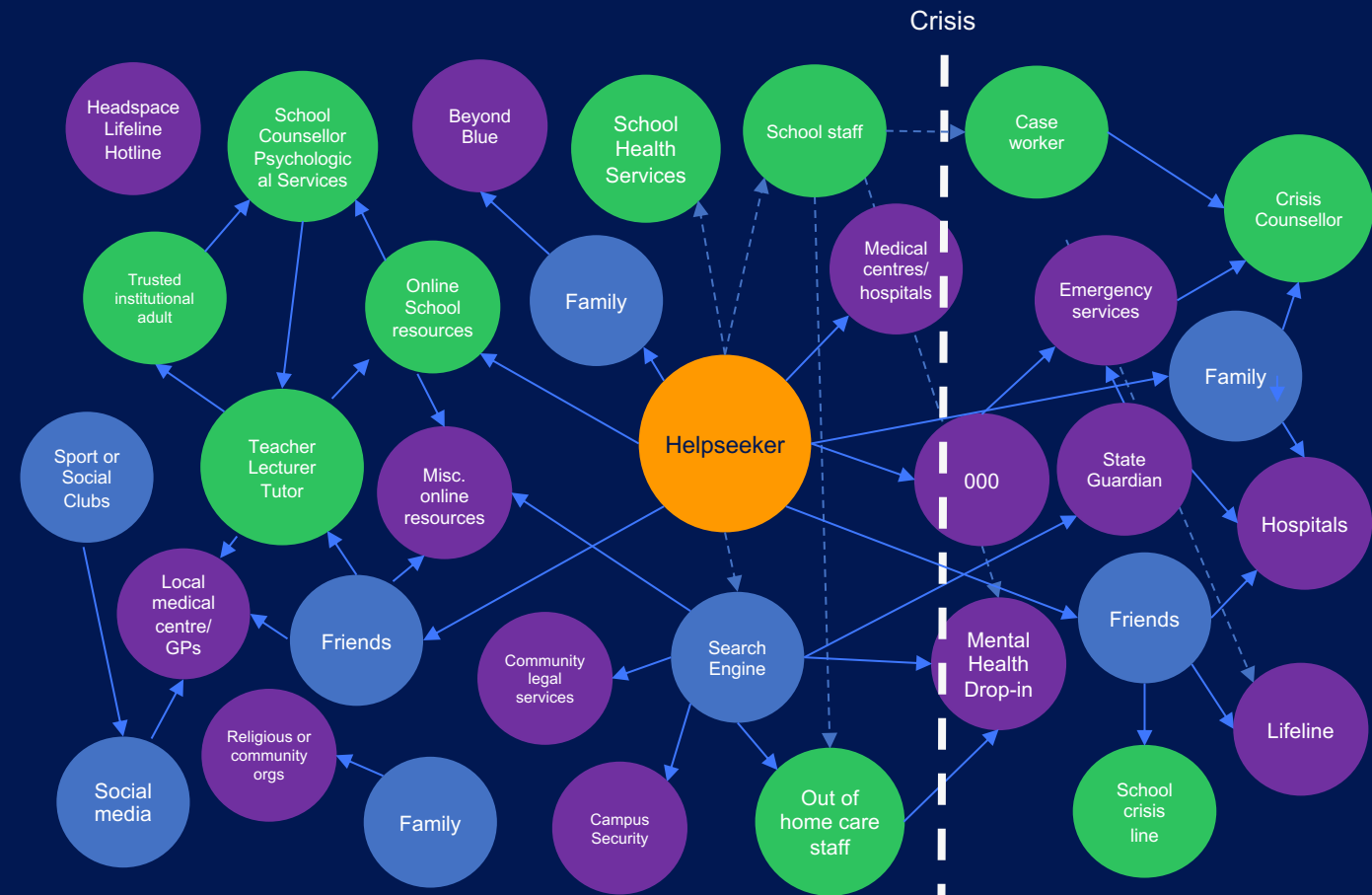
## Three Key Considerations

1. Reactive Only Engagement and Siloed Systems of Support
2. Peak Hours of Support Requests vs Peak Hours of Services Available
3. Personalised Human Support Limitations

# Reconsidering siloed vertical systems: the hidden costs of complex help systems

## The characteristics of siloed wellbeing systems

- Every person is at the centre of their own 'help landscape'
- The help landscape is responsive, overwhelming and not delivering consolidated help-seeking data
- Connection to help requires dealing with three issues:
  - Self-identification (how do I know I need help?)
  - Pathway identification (where can I go?)
  - Overcoming barriers (stigma/access/time/mode)
- This sense of overwhelm is especially great during a crisis, for students, or for busy people (leaders like you!).
- This overwhelm leads people to become disengaged and delay getting help.



# Bare-Bones Support During Peak Hours of Need

Peak hours of students requesting support is 7pm– 12am seven days a week but the traditional model has primary support services available Monday – Friday 8am-5pm

- Lack of proactive engagement during periods of increased wellbeing risk
- Available via phone numbers
- Non-specialised staff required to provide support
- Bare-bones resources outside of business hours (a rotating emergency phone)



# Personalised Human Support Limitations

- Young international student
- acutely unwell
- Non native English speaker
- Cultural and financial barriers to care
- Support request after business hours
- Student location off campus

1. What support can they access?
2. How do they access the support?
3. Who provides the immediate support?
4. How will this incident be reported internally?
5. What proactive messaging was offered?

# Sonder Solution to Support

# An Authentic Student-Centric Model

## Three Key Features

1. Holistic, Proactive and Coordinated Support
2. 24/7 Hours of Support and Proactive Engagement
3. Scalable Personalised Human Support

# Holistic, Proactive and Coordinated Support

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# A New Way: a through-life horizontal support channel

## The characteristics of the new way

1. A person-centric approach
2. Closed, coordinated ecosystem
3. Helps people self-identify when something is wrong
4. Prompts wellbeing literacy
5. Promotes self-help & help-seeking
6. Single 24/7 chat access to all help
7. Coordinated data & insight through-life

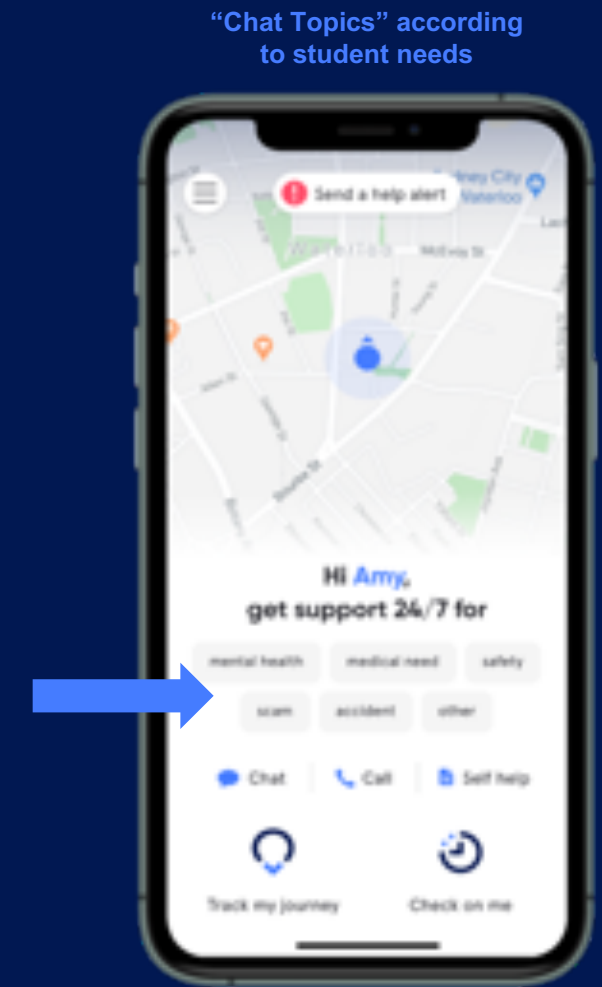
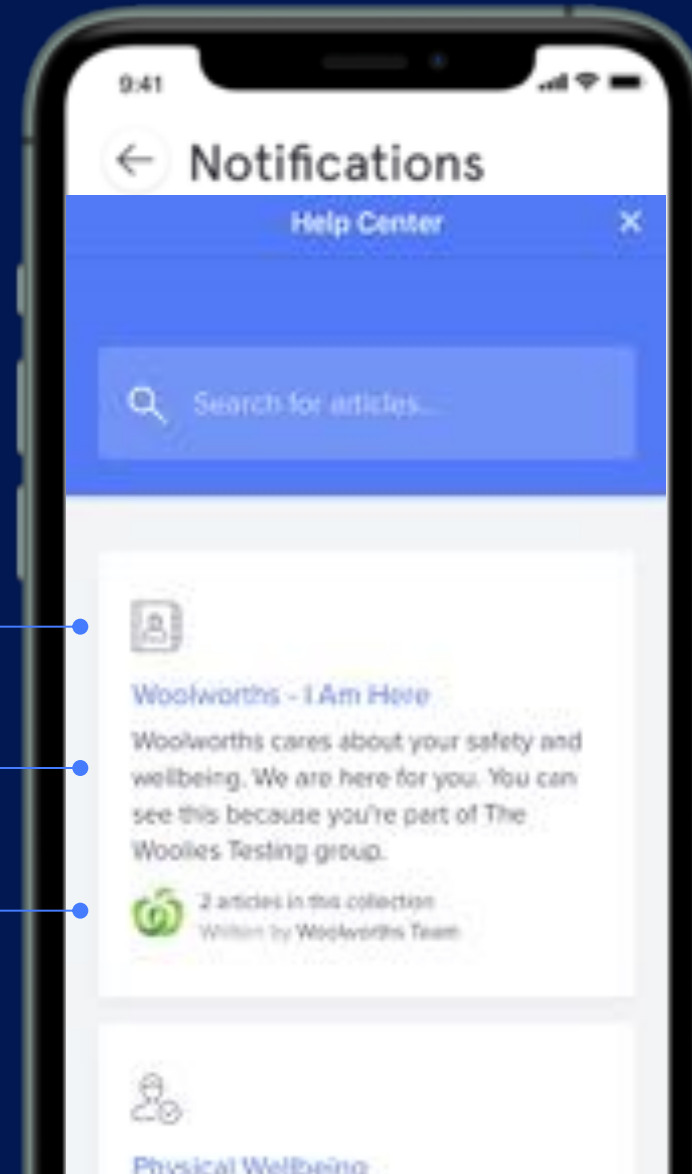
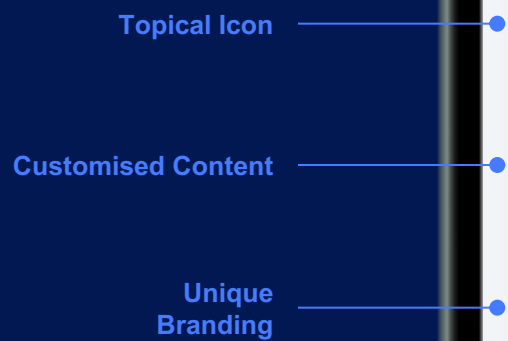
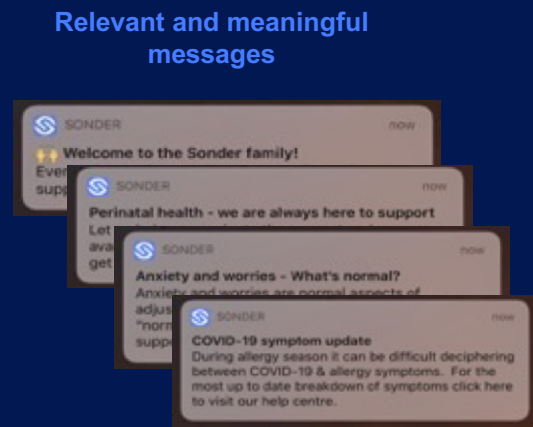


# Personalised and Proactive Sonder App Configuration

In-app customisation allows institutions to create content and access to support which are critical to providing a safe and healthy student experience

Invaluable features during high volume of offshore enrolments and during a pandemic ensuring:

- Continuity of messaging
- Proof of student engagement via data analytics
- Tailored content for specific student cohorts



# Sonder Supporting Student Issues

**43%**

Medical

**35%**

Safety & Wellbeing

**22%**

Mental Health

# Incident Categories

Medical  
Acute Illness

Mental Health  
Acute Illness

Victim  
Scams

Quarantine Support

Mental Health - Other/Mixed

Mental Health – Suicidal Ideation

Mental Health - Acute

Mental Health – Anxiety/Panic Attacks

Medical – Other/Mixed

Medical – Acute Injury

Medical – Acute Illness

COVID-19 – Medical

COVID-19 – Other/Mixed

Insurance Enquiries

Victim – Harassment/Bullying

Victim - Scam

Sexual Assault

Domestic Violence

Civil Unrest / Public Order (FYI)

Injured Wildlife

Homelessness

Breaking and Entering

Financial Concerns

Passport Issues

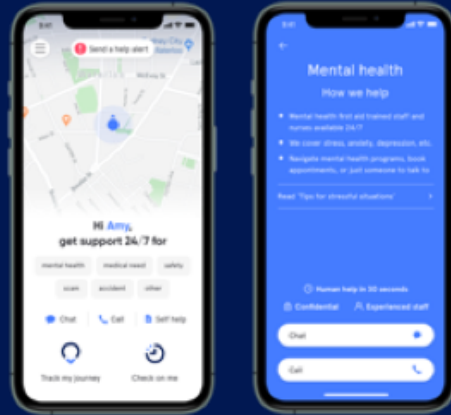
Public Transport Disruptions

# Peak Hours of Support and Proactive Engagement

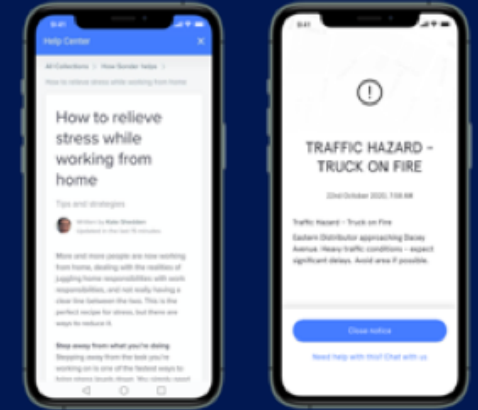
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# Sonder Technology Platform

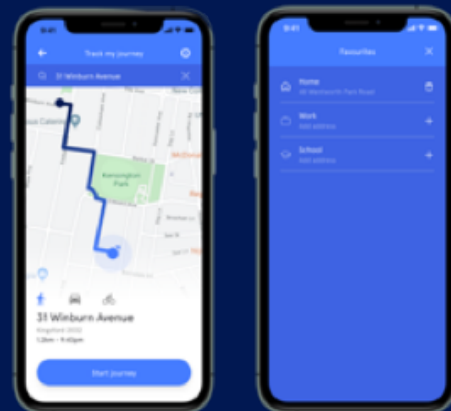
Connects members to our 24/7 support centre, ensuring immediate support via chat or phone



Workforce self-help wellbeing and safety content customised to partner needs and leveraged for early intervention



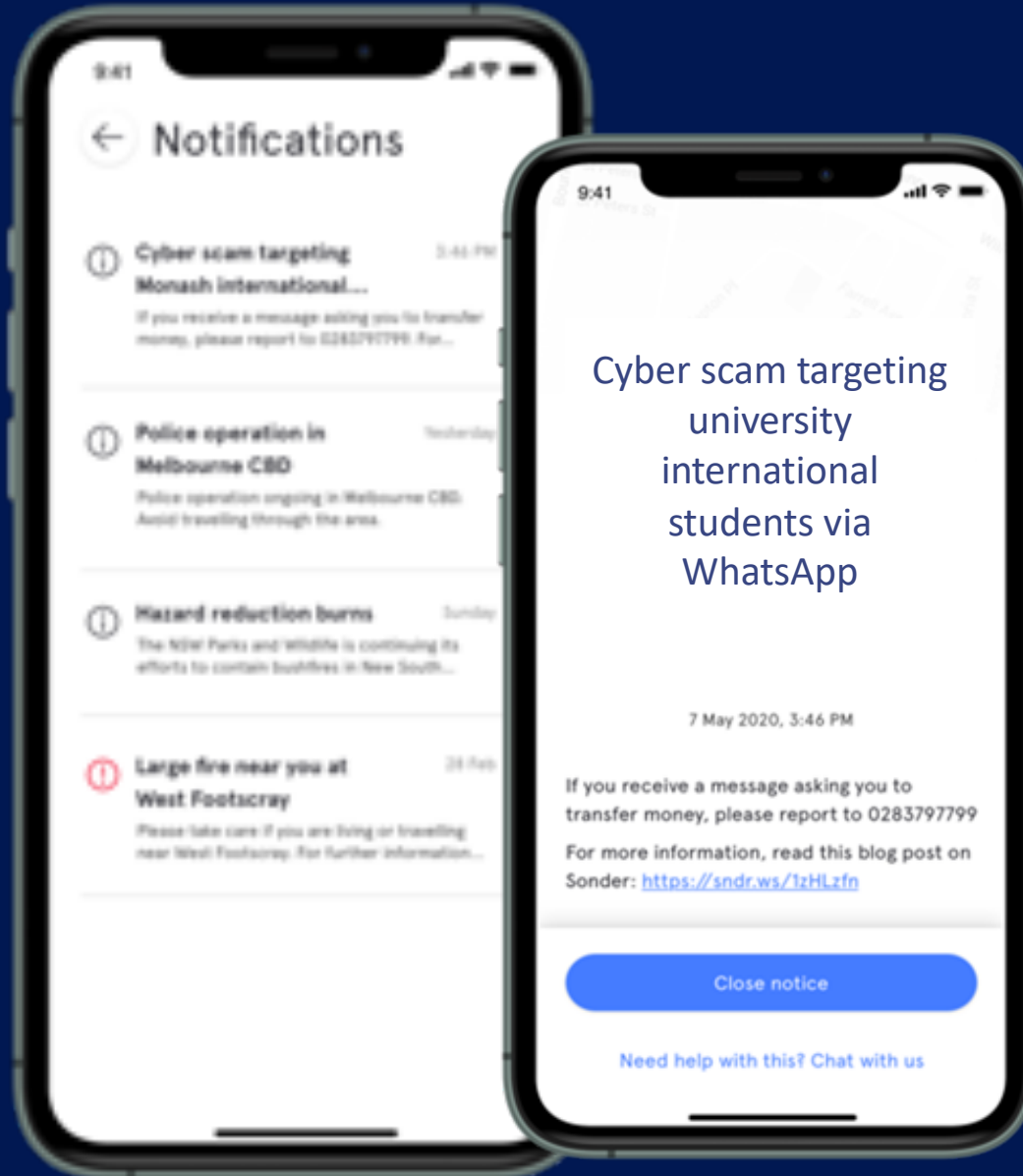
Detects inconsistencies in journeys, enabling immediate escalation and support



Countdown timer with expiry triggering a Sonder response if member not checked in



# Sonder Proactive Safety Messages

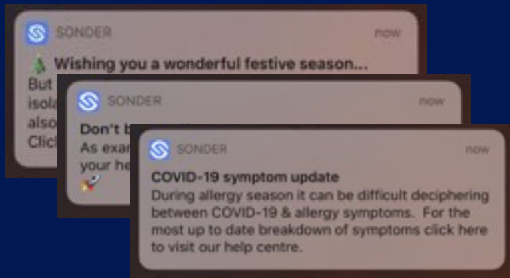


## Safety Notices

25/07/2020 08:39:56	Police Incident	There is a police operation in Brisbane. All City trains suspended - replaced by buses between Albion, Milton and South Brisbane. Expect delays. Contact 000 in an emergency.
25/07/2020 11:55:32	Building Fire	Cordelia St, South Brisbane closed from Ernest St to the intersection of Vulture St due to a building fire. Avoid the area. Expect delays. If the event of an emergency call 000.
27/08/2020 07:44:31	Vehicle Accident Bridge Closed	Harbour Bridge lanes closed. Avoid the area. Allow extra travel time. Motorists can use the Sydney Harbour Tunnel as an alternative. Refer <a href="https://sندر.ws/3gyyLru">https://sندر.ws/3gyyLru</a>

# Early Intervention Through Meaningful Engagement

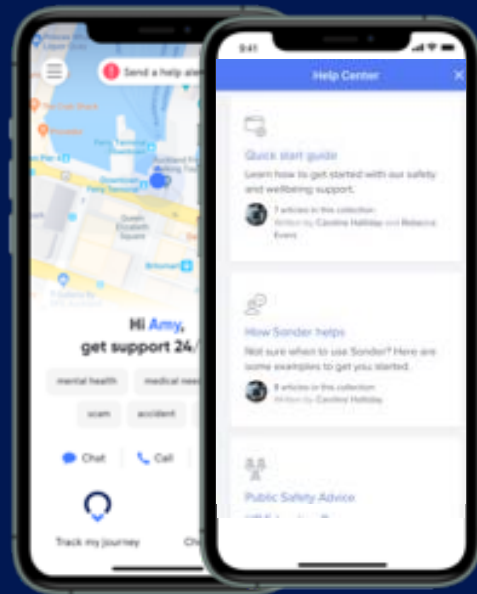
Proactive messaging



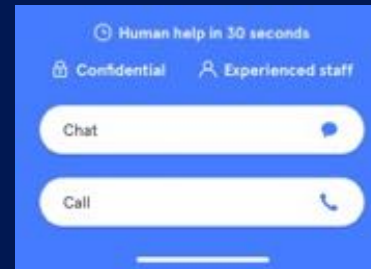
Focus on engagement to build awareness, trust and encourage help seeking behaviours for students



Tailored help centre content and "chat topics"



Prompts to encourage help seeking behaviour



24/7 on-demand support

Sonder in-person support

Mental Health

Harassment

Legal Support

Financial support

# Students Accessing Support

**71%**

Direct Chat

**35%**

App Functions

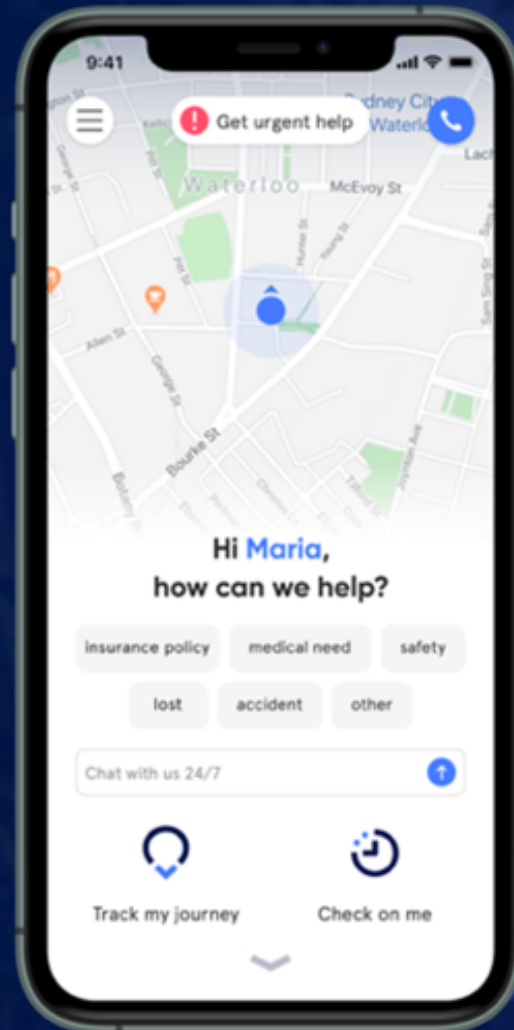
**4%**

Direct Call

# Scalable Personalised Human Support

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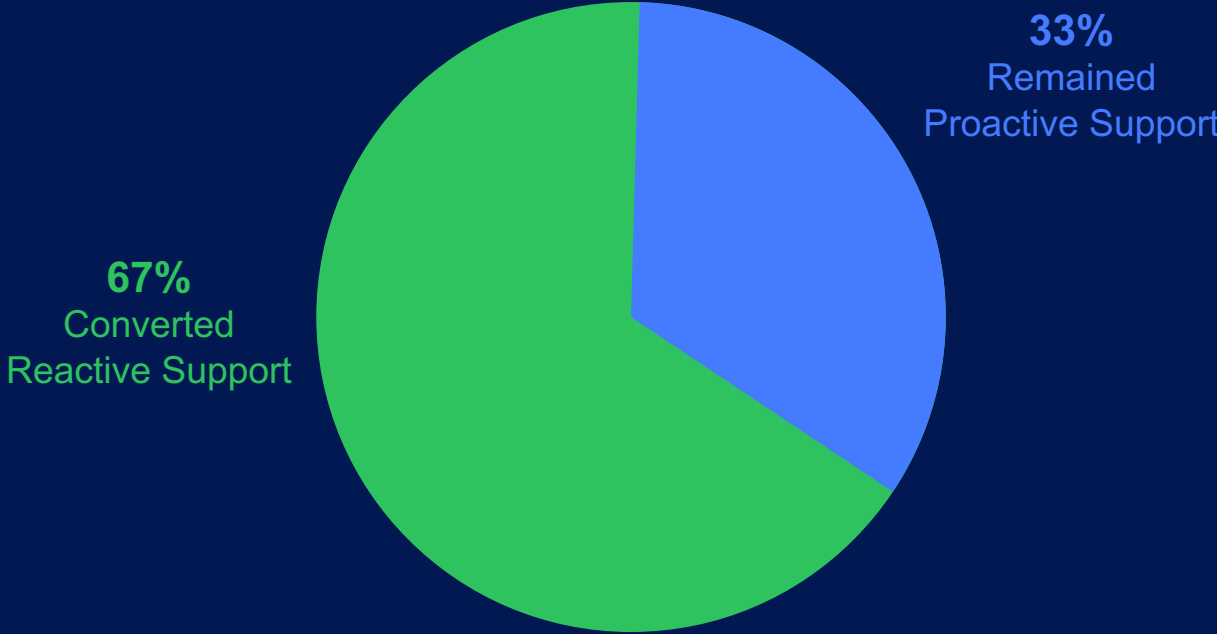
# Limitless and Barrierless Personalised Human Support



- Young acutely unwell female international student
- Non native English speaker
- Cultural and financial barriers to care
- Engaged via chat, rapid triage by specialist nurse
- Insurance coverage checked by Sonder on behalf of the student (due to language barriers)
- Sonder clarified costs and negotiated with hospital on behalf of the student
- Sonder in-person responder deployed to accompany and transport the student to hospital to assist with accessing health care and provide holistic support
- Student admitted to hospital for treatment
- Follow-up the next morning with the Sonder Nurse and ongoing support provided via chat (explaining medical terminology, advocating on behalf of student, QA of care, liaising with the university)
- All support delivered at zero cost to student and university

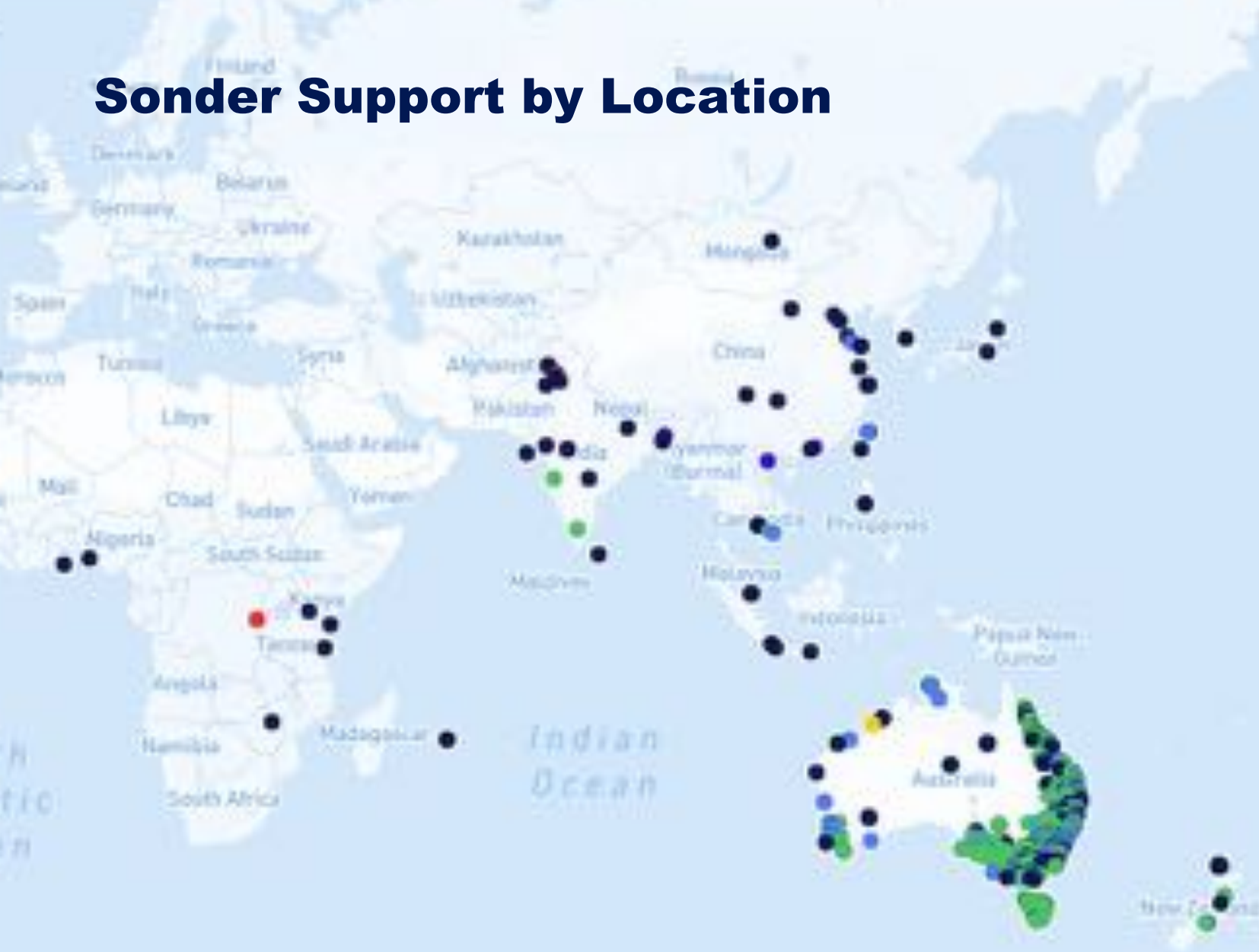
# Human Support from Proactive Engagement

## Conversion of Proactive Engagement to Active Support



# Moving Forward

# Sonder Support by Location



## Sonder Offshore Capability

- Proactive engagement and positive messaging
- Co-designed materials for self-help and encouraged connection with trusted support pathways
- 24/7 team of experts to analyse escalated situations and provide support and outline recommendations
- Support and guidance to leadership teams of partner institutions

# Sonder International Student Return Capabilities



## Pre-Departure and arrival

Managing students' perceptions and expectations of quarantine



## Quarantine period

Supporting student wellbeing in quarantine at scale



## Social integration and ongoing support

Reinforcing Australia's position as a destination of choice for students



## Data & Insights,

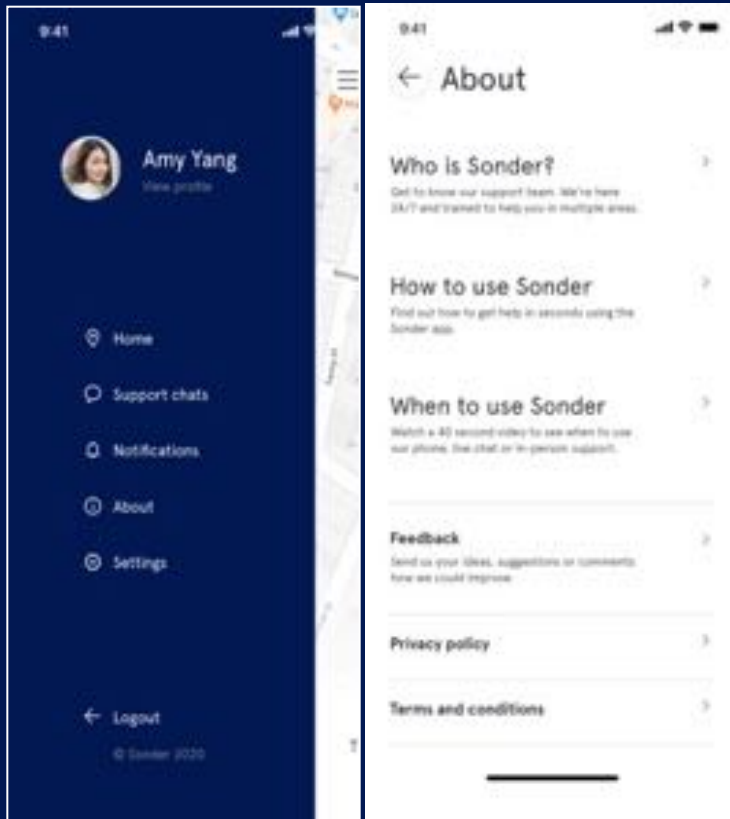
Developing a deeper understanding of international students

# Anonymised data analysis for a new level of people insight

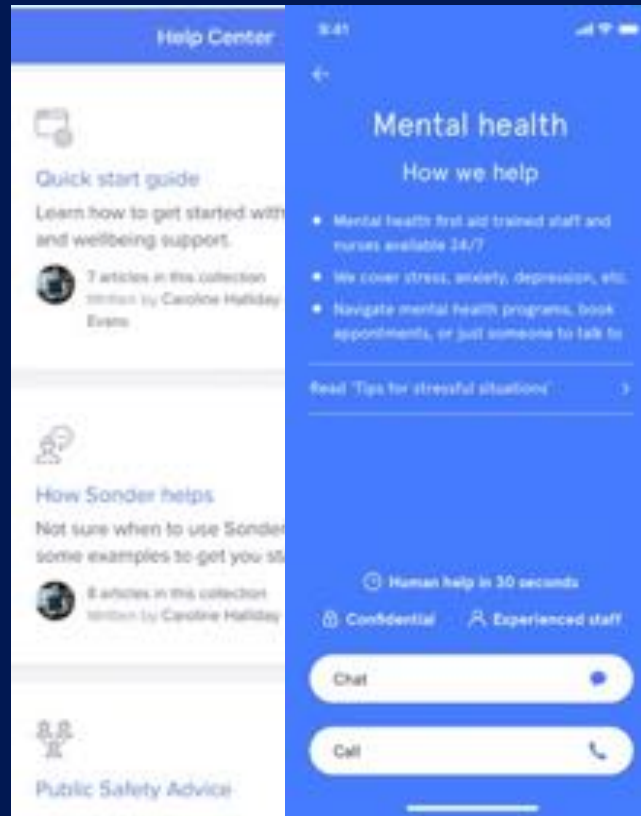
Sonder Data Platform - scalable and differentiated technology to drive meaningful insights for organizational outcomes



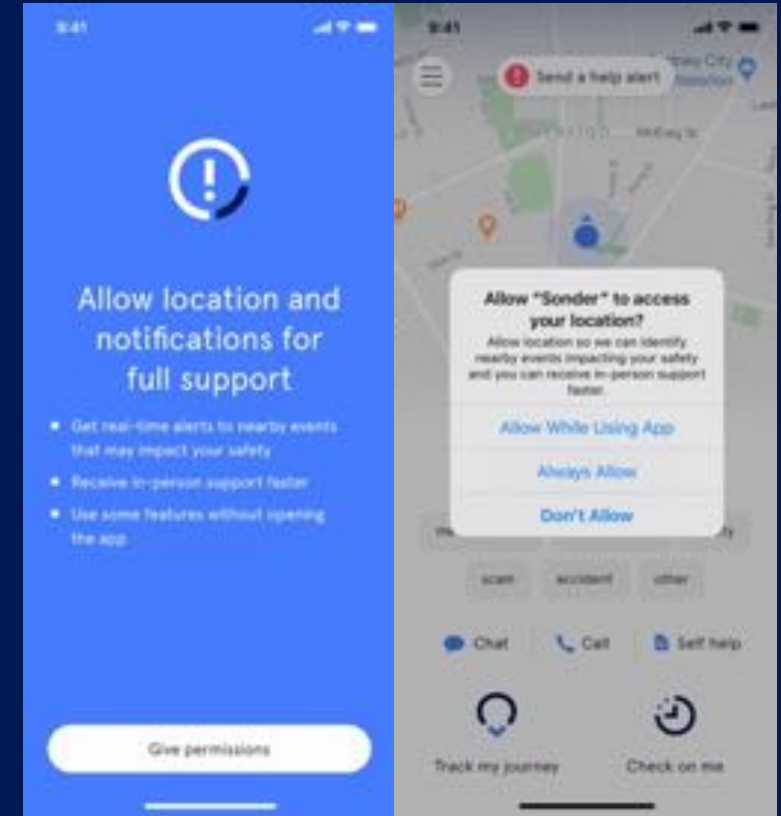
# In-App Engagement Enhancements



'About' section, Sonder, and privacy updates



Avenues within help centre topics to access Sonder help




Encourages allowing notifications and location sharing

# Sonder Peer-Facilitated Engagement

## Case study videos and Student Ambassadors

Videos with Sonder member feedback that can be shared with students, staff, sales teams and stakeholders to create an authentic understanding of Sonder to students







 **Sonder - Wellbeing & safety support**  
an subsidiary

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

**Sonder: Hear what our members have to say...** [▶ PLAY ALL](#)

Every day we support a diverse range of people across a huge range of schools. Our mission is to lower the barriers to help, and we do this by giving members access to 24/7 support from experts.

				
<b>David:</b> "I wasn't sure how to use Sonder, but our staff..."	<b>David:</b> "I heard a huge bang in a nearby street, moments..."	<b>Brian:</b> "I couldn't keep the stress or anger up any..."	<b>Aly:</b> "You a survivor, thanks to Sonder!"	<b>Luke:</b> "I was doing this alone until now. I know I can rely o..."
Sonder - Wellbeing & safety su... 2 views - 1 hour ago	Sonder - Wellbeing & safety su... 2 views - 1 hour ago	Sonder - Wellbeing & safety su... 1 view - 1 hour ago	Sonder - Wellbeing & safety su... 2 views - 1 hour ago	Sonder - Wellbeing & safety su... 2 views - 15 minutes ago

# The Sonder Solution



**Early intervention and 24/7, multilingual support network**



**Streamlined single-access** into a range of wellbeing services



**Barrierless** entry for equity of access & consistency of care to all students



**Medical and mental health triage** connecting students to the appropriate support and resources



**Registered nurses and experienced mental health and emergency-services trained staff**



**Scalable, sustainable & measurable** service enabled through technology and data driven insights



**Consolidated service delivery** via the Sonder app



**Advanced reporting** including student wellbeing data, analytics and critical incident reports



**Proactive messaging** of both minor and major events potentially impacting student safety



**In-App communications hub** for all partner related well-being content for students

# Sonder Value Propositions for Institutions

## Proposed Value Propositions

1. Decreased costs and hidden costs of critical and non-critical student incidents
2. Improved student confidence, engagement with the wider Australian community and enriched student experience
3. Improved barrierless and streamlined access to sexual assault and harassment support
4. Established COVID safe re-entry program for international students from pre-departure to integration
5. Decreased need for 24/7 on-call resources and other disparate, high cost services
6. A positive impact on rates of student retention, early intervention support of critical incidents, insurance claims and insurance premiums
7. Decreased dependence on operational management infrastructure and resources by providing Sonder 24/7 network
8. Data-driven inputs of decision making, inclusive innovation and procedures under the ESOS and TEQSA frameworks

**Trusted to care,  
ready to respond.**

**Thank you!**

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