

Revamping Commission for Case Manager Certification (CCMC) Mobile App for Improved User Experience and Functionality

Project Details

The Challenge

CCMC's existing mobile app, launched in 2018, faced several critical challenges that necessitated a complete overhaul. The app became unusable on Android devices following a 2023 operating system update, leaving a significant portion of its audience unable to access it. Compounding the issue, user feedback highlighted frustrations with the app's functionality, resulting in poor ratings—2.65 stars on Android and 2.8 on iOS—undermining its perceived value.

Additionally, CCMC lacked a streamlined solution for distributing the app to organizations purchasing access for multiple users. Apple's restriction on promotional codes for iOS compounded the problem, with monthly limits often exceeded. These limitations created delays and inefficiencies for CCMC staff, detracting from the overall user experience and the organization's ability to serve its stakeholders effectively.

Client Profile

The Commission for Case Manager Certification (CCMC) is the leading nationally accredited certification organization for case management professionals, credentialing over 50,000 case managers and disability management specialists. Guided by its mission to advocate for professional excellence and its vision to lead the evolution of case management globally, CCMC strives to uphold values of consumer protection, quality practice, ethical standards, and the advancement of scientific knowledge.

The Solution

To address these challenges, CCMC engaged AH's Web Solutions team to rebuild the app from the ground up, implementing key features to resolve usability issues and enhance value for users. The project focused on three primary goals:

1. **Modernizing the App:** Rebuilding a native mobile app compatible with the latest iOS and Android operating systems to ensure seamless functionality.
2. **Improving the User Experience:** Expanding the app's capabilities to include a larger pool of randomized questions for exam preparation and introducing a more intuitive interface for users.
3. **Introducing a Web App:** Developing a companion web application to streamline access for organizational users and reduce administrative burden on CCMC staff.

The web app integration proved to be a game-changer, enabling staff to manage access directly through CCMC's Association Management System (AMS). With a simple checkbox selection, users could be granted app access using their existing website credentials, eliminating the need for cumbersome promotional codes.

AH Services Used



client services



web services

Implementation

The revamped app launched on August 19, 2024, delivered on time and within budget. Key phases of implementation included:

- **Native App Development:** Creating an app optimized for both iOS and Android platforms with enhanced features and improved stability.
- **Web App Integration:** Building a browser-accessible web application that mimics the functionality of the native app, ensuring accessibility for users on various devices.
- **Feature Enhancements:** Expanding question randomization across all categories and improving the administrative interface for managing app access.

Throughout the project, AH maintained close collaboration with CCMC to ensure the final product met the organization's needs and expectations.

The Results

The revamped app has delivered measurable improvements:

INCREASED ENGAGEMENT: Over **2,890 downloads** of the iOS app, a **16% increase** compared to the same period in 2023, and **417 downloads** for Android.

HIGHER RATINGS: The Android app rating **improved** dramatically from **2.65** to **4.33** stars, reflecting a better user experience.

REDUCED REFUNDS: iOS refunds decreased by **57%** (May–July 2024 vs. the same period in 2023), signaling **higher user satisfaction**.

IMPROVED ACCESSIBILITY: The new web app has **empowered** CCMC staff to efficiently manage app access for organizational users, **enhancing flexibility** and **reducing administrative burden**.



CCM Glossary App

Google Play rating ⓘ

2.650 ★

BEFORE REFRESH

Google Play rating ⓘ

4.333 ★

AFTER REFRESH

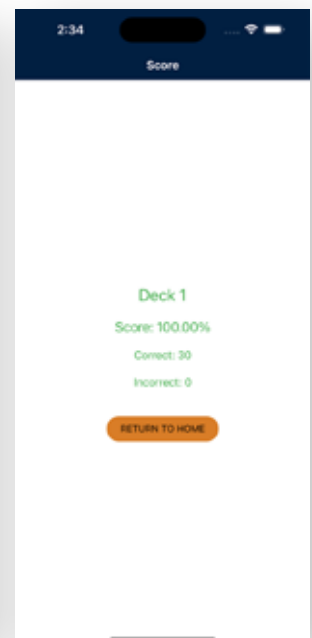
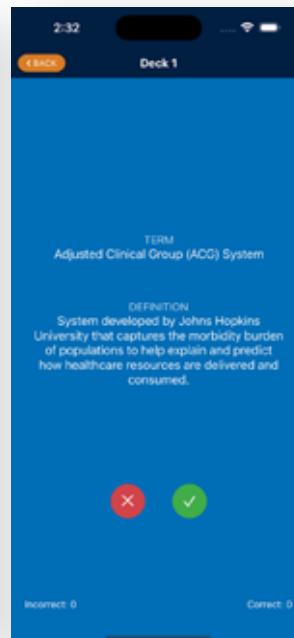
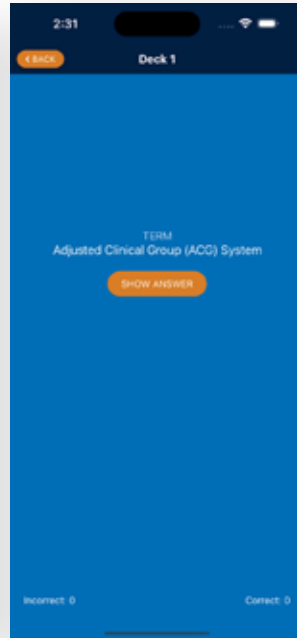
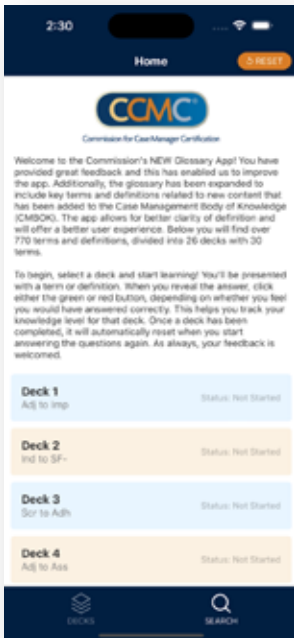
Client Testimonial

“This mobile app revamp was seamless from start to finish. We are excited to show the CCMC Board of Commissioners the ROI on this upgraded product.”

DEBBY FORMICA, CAE, ICE-CCP
CHIEF OPERATIONS OFFICER, CCMC

Conclusion

CCMC's mobile app revamp showcases the power of leveraging innovative technology to address user needs and organizational challenges. By integrating a web app and enhancing functionality, CCMC has not only elevated its service delivery but also strengthened its value proposition for users.



IS IT TIME TO RETHINK YOUR MOBILE APP STRATEGY?

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