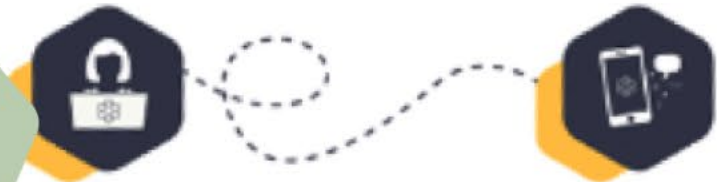


# How CareHive Reclaimed Engineering Resources Spent on Email



## Virtual Visit Confirmation



Hi Walter,

Thank you for trusting CareHive. Your virtual clinic visit is confirmed.

### Visit Details:

- Date: 07/22/2020
- Time: 5:00 PM

### How to Join Your Visit:

1. Make sure you're using a device with camera and microphone access.
2. Find a private, comfortable, and quiet space. If you are driving, please pull over to a safe location.

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# About CareHive

CareHive is a healthcare solutions company that combines award-winning patient care with data-enabled technology.

INDUSTRY

DIGITAL HEALTHCARE

COMPANY SIZE

50-100 EMPLOYEES

EMAIL TEAM SIZE

3 EMPLOYEES

DYSPATCH PRODUCT

NO-CODE EMAIL BUILDER



CareHive<sup>TM</sup>

10

MINUTES TO CUSTOMIZE  
AN EMAIL TEMPLATE

40

MINUTES TO CREATE A  
TEMPLATE FROM SCRATCH

01

DAY TO CREATE, TEST, REVIEW,  
AND PUBLISH A TEMPLATE

## Executive summary

For a rapidly growing technology platform like CareHive, engineering resources are especially precious. Yet their original email workflow was eating up engineering hours. Any time their product team wanted to make a change to a transactional template, they would have to loop in a developer. It wasn't a sustainable situation: Developers were busy on projects to scale the company, yet the product team also needed them to scale their email strategy.



With Dyspatch, they were able to streamline and speed up their workflow. From building to testing and publishing, it now takes a single day to create a template from scratch. Some campaigns take just 10-15 minutes to set up. Better still, their design and development teams haven't had to touch a Dyspatch email since day one. Their product team can easily create and customize campaigns — without worrying about layouts breaking or complicated code. As the team that owns their transactional emails, this is a much more efficient approach. The bottom line? With all the time and resources they save on email, CareHive can focus on developing new features and executing their strategic product vision. (AKA growth!)

## The challenge

CareHive needed their emails to “work without fuss”. That is, they needed them to be responsive, on-brand, and easy to test. But the platform they were using for email was notoriously difficult to work with. It had a confusing interface and creating templates was a time-consuming process... one that required engineering hours. Even with basic coding knowledge, their product team couldn’t just get in there and create. They also had to deal with layout issues and templates breaking. This consumed even more engineering hours — resources that would’ve been better spent developing their product and furthering their strategic vision.

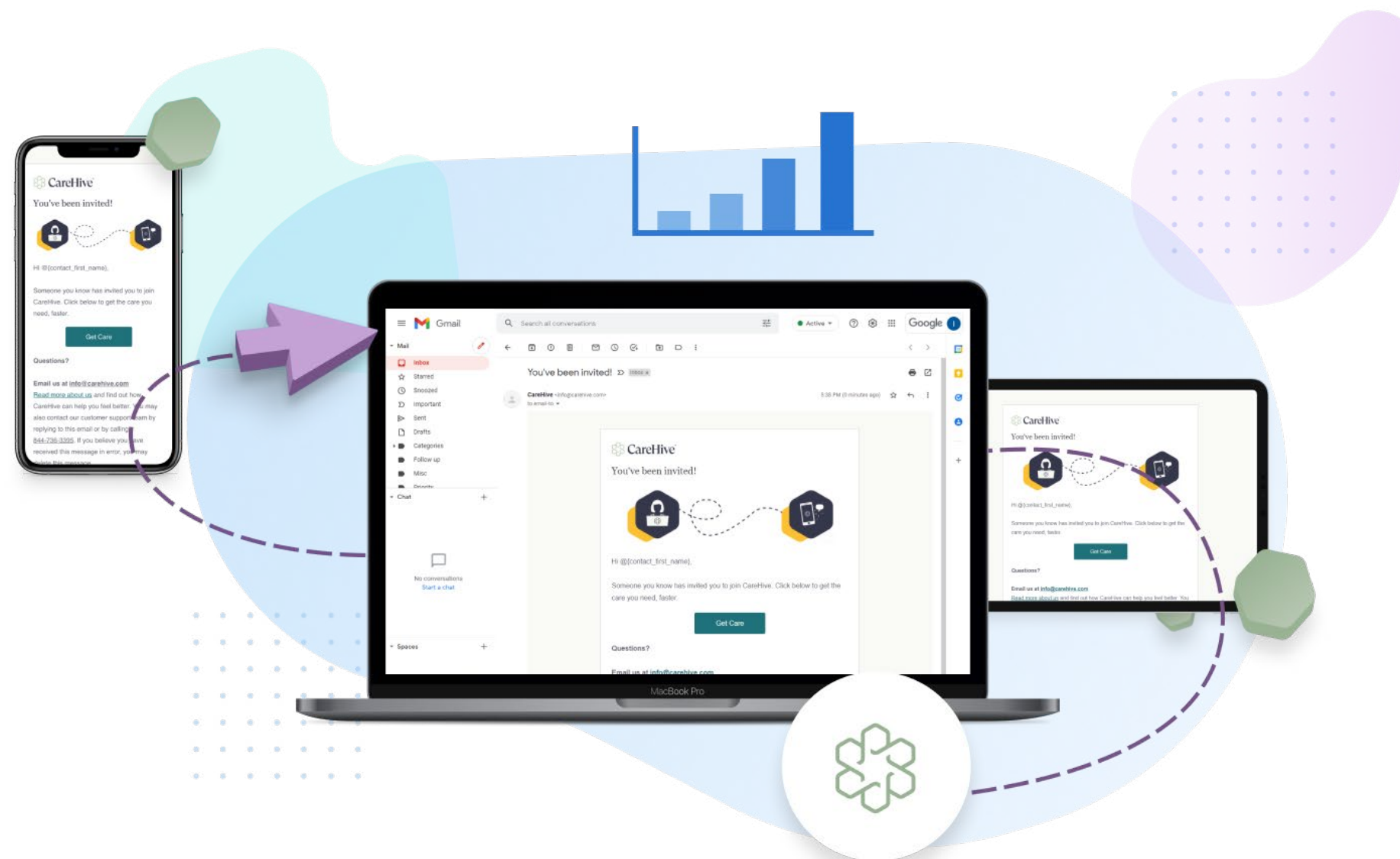




## The Dyspatch solution

With Dyspatch, CareHive's development team doesn't need to touch email anymore.

In fact, they haven't spent any engineering resources on email since moving over to the platform. Their product team is able to fully own their email workflow. They have the autonomy to customize content and get templates out in minutes, not days.



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*“Dyspatch allows us to easily create and customize campaigns, swap images, set destination URLs, and customize content without the help of designers or developers.”*

— **Carl Beien**, Head of Product at CareHive

Their team is especially fond of the Dyspatch Markup Language (DML). DML is a condensed version of HTML, developed by Dyspatch to make building responsive emails easy (even for non-developers). With DML, their team doesn't have to worry about layout issues or broken templates. Their emails render well on every device, in every inbox. How can they be sure? Simple. With integrated Litmus testing, they can preview their templates across 90+ email clients, devices, and even in dark mode, right in Dyspatch. The ability to test their emails is a confidence booster. (Not to mention, an ROI booster!)

”

*“Our design and development teams have not had to update Dyspatch emails since the original set up. Thanks to the easy customization and markup language provided by Dyspatch, our product copywriters have been able to update campaigns without help from the design or development team.”*

— **Hector Oropeza**, Sr. Product Designer at Grover

Dyspatch is also ideal for CareHive’s multi-ESP approach. They use both Mailgun and Amazon SES to send their emails. Instead of having to build emails in two places, Dyspatch serves as a centralized host for all their transactional templates. It comes down to this: CareHive wanted their email workflow to work without fuss. With Dyspatch, it does. They save time, developer bandwidth, and can send every campaign with confidence.




## The results


Ten minutes. That’s all the time CareHive’s product team needs to customize a template in Dyspatch. Building one from scratch takes 40 minutes. And building, testing, reviewing internally, and publishing a new template takes just one day.

For context, going through this whole process might take your average company three days to a week. (For enterprise organizations, it can be months!) CareHive isn’t just saving time either. They’re saving engineering resources. Resources they can use to strategize, work on new features, and drive their company forward.


TIME NEEDED TO CUSTOMIZE  
AN EMAIL TEMPLATE:

 10-15 minutes

TIME NEEDED TO CREATE A  
TEMPLATE FROM SCRATCH:

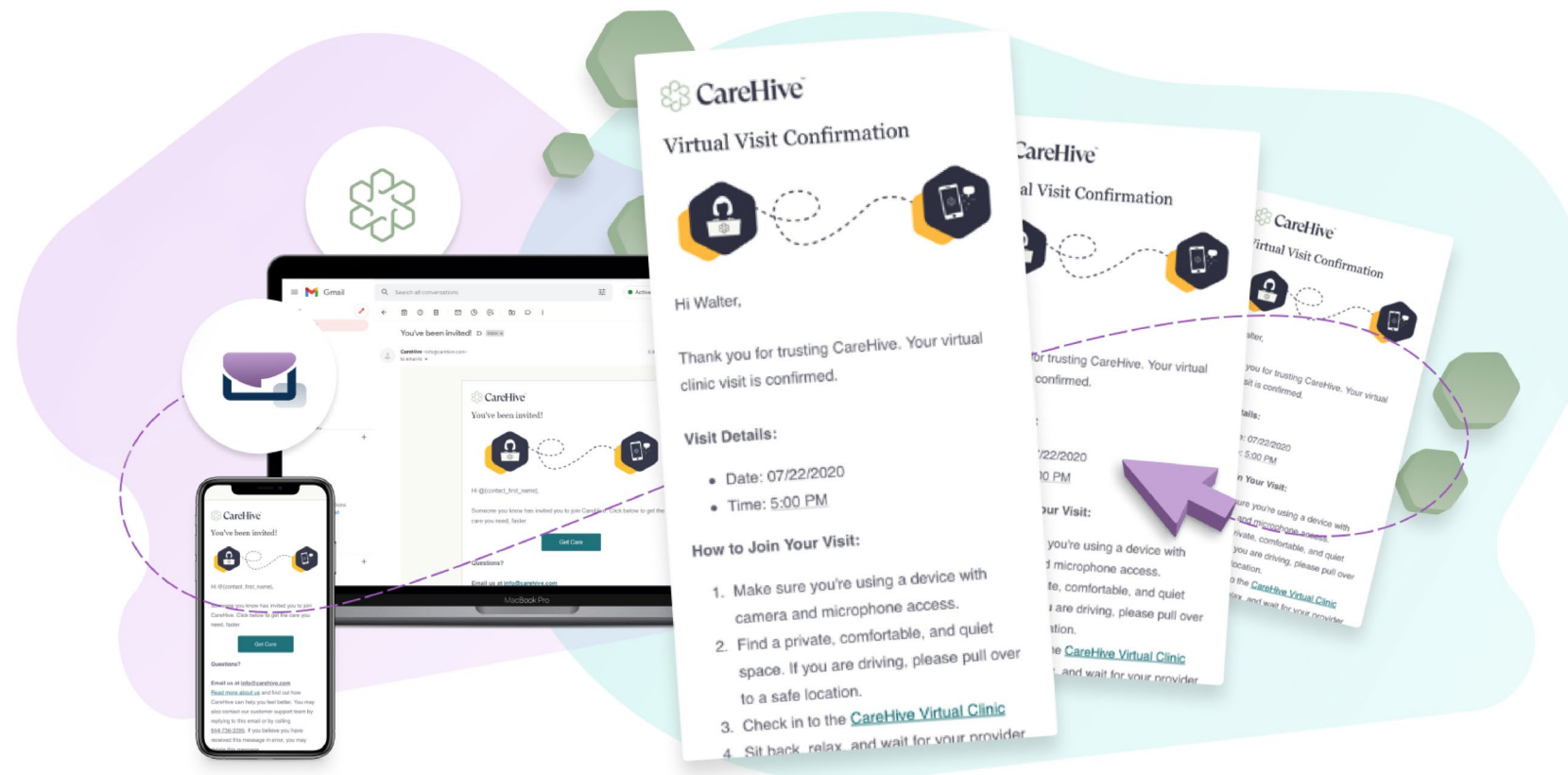
 40 minutes

TOTAL TIME TO MARKET ON A  
NEW TEMPLATE:

 1 day

## What's next

CareHive is all set for scale. With an efficient email workflow, anything is possible. They can easily iterate on campaigns, while continuing to deliver exceptional experiences. And most importantly, they can focus on bringing their unique product vision to life.



## What else have Dyspatch customers accomplished?

Canva

”

*“Dyspatch has massively reduced the hours our team spends on creating emails, which has allowed us to really scale our content production. We’re producing over 20 emails a week, and the platform ensures every single one is on-brand, localized, and responsive, without any engineering effort. It’s also allowed us to implement interactivity with AMP comment reply emails. The Dyspatch team was so supportive and collaborative on that project, and it’s been a huge success with our users.”*

— Megan Walsh, Global Head of Lifecycle Marketing at Canva

## A Fortune 500 company

A Fortune 500 with dozens of marketing teams around the world uses Dyspatch to streamline their email localization workflow and drastically improve time to market.

**250%** FASTER TIME TO MARKET ON EMAIL CAMPAIGNS

**33%** FEWER STEPS IN THEIR EMAIL WORKFLOW

**127+** UNIQUE LOCALES SUPPORTED

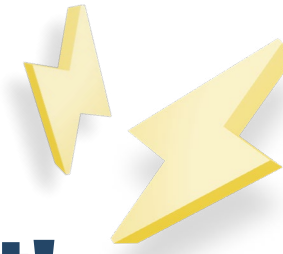
**92%** FASTER EMAIL CREATION AND LOCALIZATION

**100%** LESS TIME SPENT FIXING BROKEN EMAILS

**76%** FASTER TIME TO MARKET ON EMAIL CAMPAIGNS

## Grover

Grover, an innovative subscription-based platform, uses Dyspatch to speed up their email creation process and eliminate troubleshooting headaches.



## Let's connect!

Here at Dyspatch, we have over seven years experience helping major brands get higher engagement and ROI from email. We'd love to chat about how we can help you streamline your email workflow and accomplish your goals, too.

[Get a demo](#)

TRUSTED BY:

