



# Brookstone Terrace Assisted Living (BST) - Zenzap Onboarding Plan



# Overview

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We're boarding approximately **150 employees** onto Zenzap across multiple communities/locations. We're focusing on a **fast rollout** with leadership onboarded immediately and full employee activation completed within roughly two weeks.

## Primary Goals

- Replace WhatsApp and restore centralized communication quickly
- Configure secure HIPAA-compliant workspace structure
- Onboard leadership first, then all staff
- Ensure all staff are active in Zenzap by the official go-live date
- Minimize confusion and support issues during rollout

# Rollout Structure

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## Workspace Setup

### Workspace Organization

#### The BST workspace will contain:

- Individual community/location groups
- Department-specific groups (Kitchen, Leadership, etc.)
- Cross-location management groups
- Optional announcement-only channels

### Permissions & Governance

#### Admin settings discussed:

- Only admins can:
  - Invite users
  - Create groups/topics
  - Use integrations
  - Configure workspace settings
- Phone numbers and emails hidden between users for privacy
- Managers/admins can remove inappropriate content
- Users only see groups they are explicitly invited to

# Onboarding Timeline

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## Phase 1 - Setup & Leadership Activation

Done 

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## Phase 2 - Leadership Training

Wednesday, May 13 - 11:30 AM ET

### Leadership Training Session

Duration: ~30 minutes

### Training Topics

- Navigation basics
- Creating/managing groups
- Adding/removing participants
- Admin permissions
- Moderation tools
- Notifications & muting
- File/media sharing
- AI search functionality
- Mobile onboarding process

# Expected Outcome

Leadership should:

- Understand platform functionality
  - Be able to support staff onboarding
  - Begin organizing staff into proper groups
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## Phase 3 - Staff Invitations & Activation

### Wednesday Afternoon (Post-Training)

#### Immediate Staff Rollout

#### Invitation Strategy

- Bulk invite staff using:
  - Phone numbers
  - Emails where available
- Managers/admins assign users into appropriate groups
- Employees should begin downloading and activating accounts immediately

#### Key Communication to Staff

#### Leadership should communicate:

- Zenzap is replacing WhatsApp
- Staff must activate accounts
- Group communications will move exclusively to Zenzap
- Support and training sessions are scheduled
- Updated contact information is required

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## **Phase 4 - Support & Adoption Week**

### **Week of May 18**

#### **Expected Support Needs**

The meeting identified that most issues will likely involve:

- Verification codes
- Spam/junk email folders
- Incorrect phone numbers
- Incorrect email addresses
- Employees rushing setup

The team expects very few usability issues due to Zenzap's similarity to WhatsApp.

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## **All-Hands Training Sessions**

### **Session 1**

**Monday, May 18 - 2:00 PM ET**

### **Session 2**

**Wednesday, May 20 - 2:00 PM ET**

#### **Format**

- Live virtual training
- 15–30 minutes each
- Q&A included
- Recorded for replay access

## **Purpose**

- Accommodate 24/7 staffing schedules
  - Ensure all employees attend one session
  - Reduce confusion and repeated questions
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## **Official Go-Live**

**Thursday, May 21**

### **Go-Live Objective**

- 95%+ staff activated
- All core communication moved to Zenzap
- Groups fully operational
- Managers actively using platform

### **Success Criteria**

- Employees logged in
- Employees assigned to proper groups
- Leadership comfortable managing workspace
- Communication flowing through Zenzap instead of WhatsApp

## **Recommended Communication Plan**

### **Internal Leadership Message**

Recommended messaging themes:

- "This will simplify communication."
- "Zenzap replaces WhatsApp."
- "Everyone must activate their account."
- "We're moving quickly, but support is available."

# Final Rollout Summary

<b>Date</b>	<b>Milestone</b>
May 11	Workspace setup + leadership onboarding begins
May 13	Leadership training (11:30 AM ET)
May 13 Afternoon	Staff invitations begin
May 18	All-hands training #1 (2:00 PM ET)
May 20	All-hands training #2 (2:00 PM ET)
May 21	Official go-live