



THE ROYAL LIFE SAVING SOCIETY - WESTERN AUSTRALIA (RLSSWA) MISSION IS TO PREVENT THE LOSS OF LIFE AND PROMOTE SAFE PARTICIPATION IN AQUATIC PURSUITS. ESTABLISHED IN 1909, RLSSWA ACTIVELY PROMOTES PUBLIC EDUCATION AND WATER SAFETY. TRAINING PROGRAMS OFFERED INCLUDE WATER SAFETY, SWIMMING, SURVIVAL, LIFEGUARDING AND RESUSCITATION.

THE CHALLENGE

Fundraising is critical to the mission and to support those impacted by fatal and nonfatal drowning. RLSSWA has conducted raffle-based fundraising campaigns for over 20 years, allowing generous community members to support through a small financial contribution. Traditionally, raffle tickets were sold over the phone and fulfilled through direct mail, or face-to-face with printed raffle books distributed to businesses and sold by staff at shopping centres and events. This was successful, but with significant changes in market dynamics, there was a need to innovate.

The costs associated with traditional paper-based fundraising has increased exponentially. Direct mail is inefficient and costly. The call centre also faced declining telemarketing contact rates for acquisition and retention. Moreover, management and audit of physical raffle books have become increasingly complex and less effective.

THE VISION

The project vision was to optimise RLSSWA's fundraising stream through the delivery of a digital end-to-end fundraising solution to ultimately provide better customer experience and automated process. The project sought the following benefits:

- Increase customer engagement and retention
- Streamline and improve customer experience
- Increase market penetration facilitating increased revenues
- Eliminate waste through process automation and ultimately save operational budget

THE SOLUTION

With the successful rollout of a refreshed corporate website and new marketing platform, the team looked to optimise its fundraising efforts through the digital channel. User journeys were mapped, and the customer experience optimised to take into account the types of donors and organisations. With personalised visuals and content, RLSSWA increased converting of customers into donors. With only four clicks, the process requires minimum effort and provides instant fulfilment. Modern and easy to use, supporters can now buy raffle tickets anywhere, anytime using their mobile phone. The solution allows the team to measure results and continually optimise their solution to increase customer engagement.

The automation of manual back-office processing has eliminated paper and tele follow-ups associated with the traditional method of processing fundraising campaigns. This has provided significant operational savings as well as increased revenue that would have been potentially lost through manual follow-ups. The integration of social and email campaigns has resulted in increased customer reach, engagement and in turn increased donor revenues.

The solution is scalable and transferable, with the generic payment gateway interface allowing 3rd party payment (i.e. eWay) integration. Each microsite is capable of being uniquely branded and can be set up in less than one day. With the fast turnaround, scalability and security, this solution is used by 15 other Australian not-for-profits (NFPs) in the first year. The ability for RLSSWA to scale up and down the IT services based on campaigns and demand ensures quick and uninterrupted end user experience.



TECHNOLOGY AND METHODOLOGIES UTILISED

Methodologies

- Business process and CX journey mapping
- Agile techniques and iterative development
- PRINCE2
- Continuous improvement

Technology Software

- Sitecore Experience Platform
- uCommerce for Sitecore
- Microsoft Azure

MEASURABLE BUSINESS BENEFITS

The optimisation and digitalisation of fundraising raffles has been well adopted by supporters and financially beneficial.

Within the first year, measurable key benefits include:

- Reduction in administration and processing costs
- 40% conversion to online sales
- Streamline customer experience – 4-clicks end-to-end
- Attract new supporters – 45,000 new emails
- Saving reinvested to provide aquatic safety training for hundreds of regional children
- 15 other charities benefitting from the platform

Every day the Royal Life Saving Society WA looks for innovative ideas to help save lives. In the digital age, we need to provide streamlined, personalised experiences that enable the public to continue to contribute to our education and support programs financially.

Not only does ouraffles.com.au increase reach and reduce cost for RLSSWA, but for many other not-for-profits across Australia.

ALLAN GODFREY, CHIEF MARKETING OFFICER



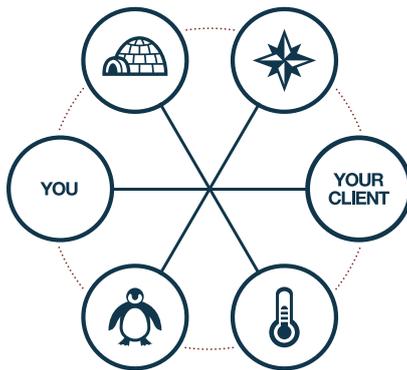
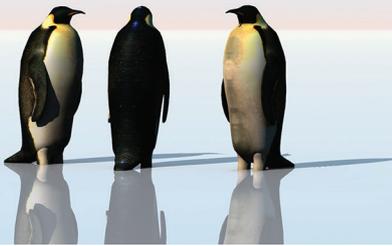
WINNER & NATIONAL AWARDS FINALIST

Most Transformative Business Solution Award

Most Impactful Social Benefit Award

27th Annual WAITTA INCITE Awards 2017-2018

AS A TRUSTED PARTNER, DIVERSUS RELIABLY DELIVERS QUALITY TECHNOLOGY AND INNOVATIVE BUSINESS SOLUTIONS



At Diversus, we focus on your business challenges and develop a plan to get you to where you need to be. We see our clients as our partners, and we seek to solve today's issues while never losing sight of the horizon.

IN THE BEGINNING

Established in 2006, Diversus has built a reputation for delivering quality work in an ethical manner.

Our team works collaboratively to deliver tangible results. It's about evolving with business and technology and making all people's contributions part of the process and solution.

DIVERSITY DRIVES INNOVATION

Diversus is a wholly Australian owned and operated business and actively supports the local IT community. Our consultants all possess a diverse range of skills and professional experience from a variety of industries bringing a wealth of knowledge to your organisation.

By harnessing the benefits of diversity, mutual respect is gained. Inclusion and collaboration boost creativity and innovation, increase employee engagement and well being and ultimately improve productivity and profitability.

Our consultants are confident and nimble in using best practices to provide innovative solutions to business challenges.

STAYING IN FRONT

Ongoing skill and knowledge training, mentoring and support are fundamental to nurturing our staff and developing them throughout their career. Diversus is proud of our supportive reputation which enables us to attract and retain high-quality staff in the unique local market. For our clients, it is critically important that our people are armed with knowledge and possess the passion to develop and deploy industry best practice processes and tools.

Our expert team will help you respond to today's challenges to grow your business, reduce costs and optimise productivity, working closely with you on:

- Business Planning & Transformation
- Business Optimisation
- Customer Management & Analytics
- Digital Experience
- Digital Workplace
- Mobile Innovation
- Research & Development
- Cybersecurity
- Custom Solutions

CONTACT

Need innovative business solutions utilising quality technology to meet the challenges of today with the capacity to plan for tomorrow?

Speak with experienced professionals about how your business can innovate.

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