



**THE ROYAL LIFE SAVING SOCIETY WESTERN AUSTRALIA (RLSSWA) MISSION IS TO PREVENT THE LOSS OF LIFE AND INJURY IN THE COMMUNITY, WITH EMPHASIS ON AQUATIC ENVIRONMENTS. ESTABLISHED IN 1909, RLSSWA ACTIVELY PROMOTES PUBLIC EDUCATION AND WATER SAFETY. TRAINING PROGRAMS OFFERED INCLUDE WATER SAFETY, SWIMMING, SURVIVAL, LIFEGUARDING AND RESUSCITATION**

### THE CHALLENGE

In August 2013, the RLSSWA Board recognised the organisation had outgrown their technology platform. The digital systems were inefficient, costly to run and unreliable to the point of taking resources away from vital community safety programs. Back office processes were also paper based and resource intensive.

At the time there were nine unique websites/microsites, six Facebook pages, three Google+ and two YouTube channels. Website and social media management required significant resources and repetitive inputs to deliver consistent information.

### THE VISION

The goal was to provide a quality digital experience to drive growth while delivering content to all corners of the state in real time, and streamlining and automating back office processes to drive down costs.

### THE SOLUTION

RLSSWA's mission to prevent the loss of life and injury has been translated through the digital "human-centric" website that makes it easier to find information. Using Sitecore's technology, Diversus implemented a suite of management tools and training initiatives:

- Growing digital engagements through delivery of dynamic and personalised content
- Consolidating five separate and disparate microsites into one
- Increasing both transactions and value across the entire product and service mix
- Integrating back-end accounting systems with the site's front-end eCommerce engine

- Implementing a Jobs Board to increase community engagement
- Delivering an online training portal for students and assessors
- Developing a social enterprise application for charity raffles
- Providing a members portal (MyRoyal) with content based on previous engagement

#### Areas vital to the RLSSWA's future success:

- Web content management
- Customer / user engagement
- Marketing automation
- Customer profiling and analytics
- Customer self-service portals
- Social media campaign tracking
- Supply chain optimisation
- Deliver forms and workflow assistance at inhouse call centre

### TECHNOLOGY AND METHODOLOGIES UTILISED

#### Methodologies

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

#### Technology Software

- Sitecore CMS with 3rd party plug-ins
- Responsive design
- Integration into Attaché accounting software, uCommerce, payment gateways, email through EXM and VETtrak



### MEASURABLE BUSINESS BENEFITS

RLSSWA has taken a large step up in their digital journey. The new website is redefining how members, volunteers and the wider community interact with the organisation.

Face-to-face interaction continues through RLSSWA community programs, but accessing information and scheduling services are now readily available through one digital interface.

Cost savings are channelled back into community outreach programs. Moreover, water safety messages have been successfully expanded into both remote and culturally-diverse communities

#### Key benefits:

- Visitors to website increased by 30%
- New visitors to website increased 14%
- 20% increase in overall content relevance per market segment
- 60,000 new email contacts, all receiving individually customised eDM materials
- Water safety messages tracked and delivered across social media

#### Over the first nine months:

- 20% increase in revenue
- 61% increase in number of website users
- 75% increase in online supporter/donor revenue

#### Conversion rates:

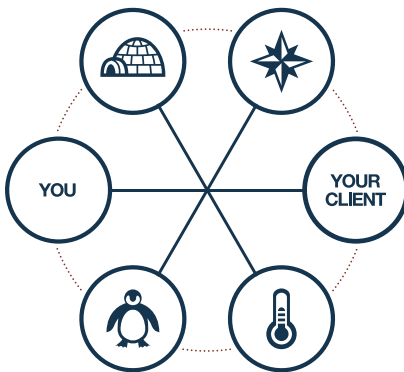
- 20% conversion rate on recurring eDM activities
- 60% peak conversion rate on one-off and seasonal eDM campaigns
- Significant increases in number of regular monthly supporters and specific campaign financial support

*A strong integrated digital approach is critical to our success. RLSSWA is a community focussed organisation. To prevent drownings, we need to make it easy to access information and vital water safety and prevention programs.*

*Since the launch of the new website, we have experienced almost a 20% increase in online revenue which is reinvested into community programs to prevent drowning. RLSSWA has also realised tangible cost savings utilising integrated and automated digital processes.*

**ALLAN GODFREY, CHIEF MARKETING OFFICER**

## 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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