Drowning is Western Australia’s largest cause of accidental death of toddlers. Since 1909, Royal Life Saving Society WA has worked to prevent such accidents, by providing all Western Australians with access to water safety, swimming, survival, and rescue skills.

The Challenge

Evolving over a century, Royal Life Saving encompasses 19 different business operations. These include health-promotion campaigns such as “Don’t Drink and Drown,” targeting teenagers, as well as a range of research, pool inspection, education, and other functions.

Many of these programs and campaigns had built their own websites, creating a cacophony of digital assets running on a variety of content management systems. Another problem was that many of Royal Life Saving’s business processes were paper-based and heavily manual. This included the sale of raffle tickets, which accounts for 90% of its fundraising. Traditionally, raffle tickets were sold over the telephone and mailed, or sold face-to-face at shopping centers and event venues.

However, this approach had grown costlier and less effective. Printing and postage rates had risen. Fewer people possessed home phones or accepted calls. Digital and social media had supplanted direct mail and telemarketing.

The Sitecore Solution

Royal Life Saving uses Sitecore Experience Platform (XP), along with Sitecore Experience Database (xDB) and Sitecore Email Experience Manager (EXM), running on Microsoft Azure. Phased project rollouts highlight milestones. In 2015, Royal Life Saving consolidated nine disparate websites onto Sitecore. The site featured UCommerce shopping cart capabilities; integration with an NAB payment gateway; and VETtrak management of online training.

This enabled Royal Life Saving to sell and take payments for raffle tickets online, with transaction data going straight into its accounting systems. Buyers receive their raffle tickets digitally, cutting costs. Royal Life Saving gathers email addresses and mobile phone numbers to deepen omnichannel engagement.
Having Sitecore as our enterprise-wide content experience management platform allows us to grow as a business, serve our customers better, and leverage the work each of our business units is doing in the digital space.”

– Allan Godfrey, General Manager of Marketing, Royal Life Saving Society WA

The following year, it added a Job Board serving two audiences: people training to become lifeguards or swimming instructors, and employers seeking to hire them. Job notices are hosted in Sitecore EXM, which sends automatic emails to registered job seekers.

“That’s one of our most successful campaigns,” said Ian Brown, General Manager of Operations at Royal Life Saving. “Every time an email goes out, it generates a high number of engagements back into our website.”

The Outcome

In 185 raffle campaigns for itself or other non-profits, Royal Life Saving sold 951,067 tickets generating almost $4.71 million. Over its own site’s first 3 years, it converted 42% of traditional donors to the new platform and attracted 75,000 new and young, tech-savvy supporters. Site traffic rose 14.6%.

Royal Life Saving also reduced costs related to raffle printing; mail fulfillment and postage; check, cash, and money-order processing; and credit-card declines – adding up to half of a full-time salary.

To learn more visit sitecore.com

Success Snapshot

• Sitecore® Experience Platform™ (XP 8.2; 9 upgrade pending)
  - Optimization to test design and content
  - Personalization to target content for different users
  - Web Forms for Marketers
• Sitecore® Email Experience Manager (EXM) (v9 upgrade pending)
• Deployed on Microsoft Azure Platform-as-a-Service (PaaS) and Infrastructure-as-a-Service (IaaS)

DIVERSEUS

Sitecore Silver Implementation Partner

Diversus is a sought after end-to-end technology consulting company with very well regarded personnel. They focus on providing quality business solutions and consulting services for medium to large commercial, government and not-for-profit organisations and have been operating since 2006. Diversus are strong practitioners of industry recognised project and software development methodologies and believe in the importance of delivering innovative and high quality solutions whilst adhering to best practice processes.

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