



Diabetes Victoria accelerates their mission with OrchestraCMS

Four years ago, Diabetes Victoria turned to Salesforce to simplify its technology, processes and grow its membership. Membership doubled and Diabetes Victoria's collections business went from being a loss making venture to its most valuable asset.

“We wanted to set a new standard in the way charities engage digitally with their stakeholders”

They knew they still had a huge opportunity for the charity to grow and engage its members online. Diabetes Victoria turned to trusted partner Data Colada to design and build an entirely new digital experience using OrchestraCMS from Stantive Technologies Group.

Diabetes Victoria has set a new standard for charities who want to engage digitally with their stakeholders.

Charity creates new digital experience for stakeholders

- Integrated back-office operations with its online community means more funds for research and education on track to inject \$200,000 more annually.
- An enhanced experience for donors; website now interacts responsively with subscribers at every login, remembering their diagnosis, language, level of discount for online purchases, previous activity with health and education programs.
- Online transactions and clothing donations have increased by 20% since using OrchestraCMS.

A Personalized Journey for Each User

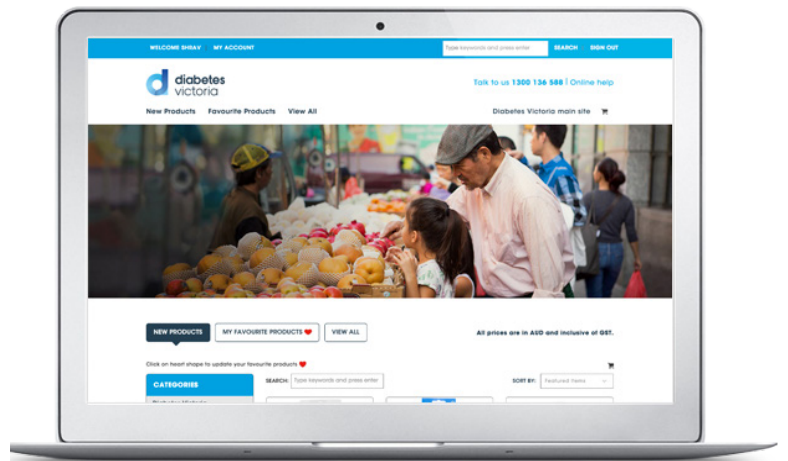
Diabetes Victoria has several distinct groups of visitors to its website including those with type-1, type-2 or gestational diabetes. Approximately 40,000 of these visitors are paid members of Diabetes Victoria while many others are some of the 300,000 registrants of the National Diabetes Services Scheme (NDSS).

With Salesforce and OrchestraCMS, Diabetes Victoria's website can now authenticate users and deliver targeted, personal online experiences. OrchestraCMS uses a members' Salesforce profile and the Product Catalogue to serve content, products, services and education based on their language (8 total), diabetes diagnosis and member type.

Seamless Online Shopping

Data Colada integrated OrchestraCMS with the BigCommerce eCommerce site and Commonwealth Bank payment gateway for a personalized, friction-free user experience. Integration with the Product Catalogue from the Salesforce App Cloud further streamlines online shopping.

Users now log in to shop and OrchestraCMS immediately presents products based on their Salesforce profile or purchasing history. Members' discounts are applied automatically – a process that was near impossible to manage before users could be authenticated.



Lalith said, "Content on the entire site is well organised and the design is modern and clear, helping users find exactly what they need. New personalization capabilities let us push relevant information and products to our members and registrants so they can be more engaged and better manage their diabetes.

New Efficiencies Drive Awareness and Collections

The new website offers a number of benefits over and above the improved user experience and personalization. The site also supports their social media channels, industry standard analytics, SEO strategy and offers accessibility support as per Australian Government guidelines.

“There was a lot of manual effort required to organise collections and it was an additional cost to the organisation. With the new website we have taken away all of that pain and reduced our costs.” - Lalith Abeysena, Chief Operating Officer of Diabetes Victoria

Another proven benefit since the site launched is the added efficiency of their collections business.

Diabetes Victoria has partnered with the Savers thrift shop for 25 years. It manages the collection and delivery of donated items which are then sold to raise funds for its programs and investment in diabetes research. Previously, the process of organising a collection could take days with visitors to the website required to complete and submit a form for manual processing. Now, visitors can enter in their address for immediate validation and choose from a number of dates where collection vehicles will be servicing their area.