



Personalising the Revolution

How Diabetes Victoria transformed their online customer experience with Salesforce, Orchestra and DataColada

Key Benefits

- Members are presented articles, recipes and other content tailored to their unique context and needs
- Human-centred design principles ensure that users are directed towards information that matters, and can find what they're looking for easily
- Consistent responsive design across public website, authenticated communities and eCommerce store to provide a seamless user experience

Who are Diabetes Victoria?

Since its founding in 1953, Diabetes Victoria have been the leading charity and peak consumer body working to reduce the impact of diabetes. Assisting over 260,000 Victorians with diabetes, Diabetes Victoria provide education, information and support systems for individuals with diabetes, advocate for community services and workplace rights, manage an inventory of related products distributed through multiple channels and provide many other forms of support.

Internal successes, external challenges

Diabetes Victoria had implemented Salesforce for internal efficiency reasons, much like the large majority of businesses that use the product. The results of this implementation were significant and immediate; Diabetes Victoria significantly increased their membership in the following few years and were able to turn the clothing collection arm of their business from a loss-making venture into a department delivering \$1.5 million in profit each year.

However, this growth exposed issues with Diabetes Victoria's digital strategy. The charity had its content distributed across six websites - each with a unique visual design - and visitors had no way to personalise content or interact with the charity in a one-to-one way. This meant not only a missed opportunity to engage with their members, but the fragmented nature of the websites meant that information discoverability was low, making conversion of visitors into members difficult.

The charity wanted to consolidate their web presence onto one website and optimise the user experience so that visitors would be able to rapidly find the information they were looking for. In addition, they wished to deploy Salesforce Community Cloud on their website to enable existing members to engage with the charity digital channels, view content personalised for their diabetes needs and interact with fellow members.

Why DataColada?

DataColada had been Diabetes Victoria's partner throughout their journey with Salesforce, and were chosen to manage the website development project. "The team at DataColada had delivered significant projects for us before - always on time and on budget," says Lalith Abeyseena, COO of Diabetes Victoria, "Their deep expertise in Salesforce and OrchestraCMS made us confident they could deliver what we needed." DataColada are the lead Australian partner for Stantive Technologies, makers of OrchestraCMS, the only content management system hosted natively on Salesforce. The idea of running their CRM and CMS systems on the same platform appealed to Diabetes Victoria, as it meant a stronger integration between content and customer.

**we support,
empower and
campaign for all
victorians affected by
diabetes**

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Our solution

The final solution developed by DataColada uses a combination of OrchestraCMS for content management, Salesforce Community Cloud for the members' portal, BigCommerce for ecommerce, Commonwealth Bank's payment gateway and Experian QAS for address validation. All the components are styled using consistent visual language and iconography to make transitions between them seamless, and the website adheres to responsive design principles, allowing it to scale up and down effectively. The end result is an engaging website that delivers on Diabetes Victoria's mission statement to support, empower and campaign for all Victorians affected by diabetes, with their commitment to inclusiveness demonstrated through support for eight languages.

Salesforce Community Cloud provides the base layer of interaction between charity and customer, giving authenticated users the ability to view their interaction history, book tickets for events and other perform other self-service functions. Authentication also provides members with a 25% discount in the online shop, with calls to action strategically positioned throughout the website to incentivise visiting users to become members.

The shared foundations of OrchestraCMS and Salesforce enable deep integration between the content managed by Orchestra and customer information stored within Salesforce. As a result, the Diabetes Victoria member portal is able to surface and target content for users related to their type of diabetes and the stage they're currently at with it. This allows users to avoid having to manually filter content themselves which improves the simplicity of the user experience as well as reduces the risk of user error.

Diabetes Victoria operates a clothing collection department that on-sells second-hand clothes to Savers thrift stores in Victoria. Previously, customers had submitted an online request form which was entered into Salesforce manually. Now, Salesforce enables customers to validate their address within the form itself and select

a pre-arranged collection time, saving Diabetes Victoria significant amounts of time and money.

Our approach

A human-centred approach enabled DataColada to engage with and analyse interaction behaviours of different users across multiple design workshops with Diabetes Victoria staff, leadership and members. Through utilisation of techniques such as eye tracking heatmaps, co-creation of content and low-fidelity prototyping, the design & development teams at DataColada assembled a thorough understanding of user needs, wants and expectations and used them to create an optimal information architecture as well as a visually engaging website design that unobtrusively directs the attention of users towards what Diabetes Victoria wants them to see.

The result

The end result is an online platform that makes Diabetes Victoria's expansive knowledge base intuitive and accessible, enables members to engage in online self-service, puts them in touch with other diabetes patients and offers an exceptional online shopping experience. Lalith and the team at Diabetes Victoria now have a website that can support them in their ambitious growth strategy: "We wanted to set a new standard in the way charities engage digitally with their stakeholders, and we've achieved that with DataColada and our new website built on OrchestraCMS."

DataColada mix our years of experience in data science, development and human-centred design to create innovative Salesforce solutions that deliver great experiences. We believe in doing things once and doing them right, and our expertise in the aged care and not-for-profit industries demonstrates our commitment to helping those who do the right thing.

Want to learn more about how Salesforce can transform your business? Drop us a line at hello@datacolada.com.