Diabetes Victoria

Diabetes Victoria accelerates its digital transformation and boosts operational efficiency using Experian's data validation solutions

As a global group, Experian powers data-driven opportunities for businesses worldwide. In Australia, Experian works with Diabetes Victoria. Since 1953, Diabetes Victoria has been the leading charity and peak consumer body working to reduce the impact of diabetes in the Victorian community. Diabetes Victoria works to support, empower, and campaign for all those affected by, or at risk of, diabetes.

Situation

Diabetes Victoria has partnered with Experian since 2011 to accelerate its digital transformation and data quality strategy to achieve trusted data. Diabetes Victoria has long-embraced a digital-by-default strategy to meet the evolving needs of consumers and supporters and ensure they remain well-informed of the latest diabetes developments, offerings and services. The organization's multi-channel service model is now underpinned by quality data.

Challenge

Before a solution was implemented, Diabetes Victoria experienced several data challenges, including:

• **Accurate and timely customer identification** – With multiple databases and conflicting data, it was sometimes difficult to identify customers in a timely manner

• **Collections inefficiencies** – There were issues for drivers in verifying correct property addresses to collect donated goods, due to conflicting or out of date addresses on customer records

• **Undelivered mail** – The volume of undelivered postal mail was high, due to incorrect addresses, this resulted in costly postal surcharges

• **Missed engagement opportunities** – Being heavily dependent on communication via mail, due to issues with available data, limited the engagement opportunities with consumers.

Solution
Prepare and transform existing data

As part of an initial scope of work in 2011, the data quality team at Experian worked closely with Diabetes Victoria to identify their challenges and deliver a long-term solution that would reduce future issues with data quality.

A key priority for Diabetes Victoria was to migrate multiple disparate databases to a single platform (Salesforce Sales Cloud). Experian's solution ensured that existing CRM records were profiled, matched, validated, de-duplicated, and cleansed to create a trusted record with a single view of consumers and supporters.

"Contact data validation has been an essential component in the success of our digital transformation and business continuity. Every day we need to ensure we have the best data possible, and the tools and support from Experian have enabled us to achieve this."

– Lalith Abeysena, Chief Operating Officer at Diabetes Victoria

Maintain data integrity

Salesforce Sales Cloud is the single source of truth for the organization. With nearly 2 million unique records, Experian data quality tools were needed to protect data integrity. Diabetes Victoria quickly adopted Experian's certified data validation app for Salesforce that provides real-time address, email, and mobile phone validation within account, contact and lead forms. The all-in-one app ensures that complete, accurate, and correctly formatted data is entered into the CRM system.

Introduce a holistic solution

Beyond the CRM, Experian Email and Mobile Validation were also integrated into Diabetes Victoria's website forms, such as the marketing preference center and marketing campaign page forms. The data captured in these forms feeds into Salesforce, so it was vital to ensure the accuracy of this data. This holistic approach helps to maintain accurate, trusted data that supports its strategy.

"For us to be successful, we needed to validate all incoming data across all platforms. Experian provided the complete solution that was straight forward to implement and continues to meet our needs to this day."

- Lalith Abeysena, Chief Operating Officer at Diabetes Victoria

Results

Diabetes Victoria's digital transformation, coupled with the ongoing proactive approach to data quality management, has enabled them to continue to deliver services during the COVID-19 pandemic and in turn, accelerate their digital-first strategy. Benefits include:

• Improved efficiency for goods collection and route optimization for drivers, thanks to valid address data. **The number of collection vehicles required reduced from 13 to 8 (38% reduction).**

• Increased engagement rates, thanks to valid email and phone data. This enabled **engagement with over 50% of consumers, up from 10%** in the period before the introduction of its digital-by-default strategy.

• Accurate email data has **reduced reliance on postal mailing to approximately 30% (from 90% in 2011).** This resulted in lower postal expenses.

• Streamlined data entry process in the online forms used by supporters and employees.

"We reduced the number of goods collection vehicles on the road by **38%**

What's next?

Diabetes Victoria is continuing to embrace the latest technology and data developments to provide the best service and support for the diabetes community. The organization is excited to share their experiences during this journey and to provide best-practice guidance with other organizations looking to embrace a digital-by-default strategy in the Australian NFP sector.