

# CASE STUDY



SIMPLE SOLUTIONS ENGINEERED FOR EXTREME



# Overview

Our client is a British registered organisation which is part of a global charity organisation working in 26 countries and focuses on fighting against world poverty through child development and advocacy programs.

As part of its IT efficiency strategy, our client utilises innovative modern technologies to fulfil its operations. For over several years now, Geecon has been providing different ICT solutions to the client to facilitate the achievement of business objectives.

Having understood the business model of our client, Geecon focuses on three main items for each solution designed for them:

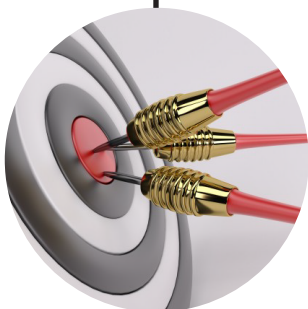


## QUALITY SOLUTIONS

The focus is on providing fit for purpose IT solutions using relevant technologies that would form part of long term solutions

## PARTNERSHIP DEVELOPMENT

The focus is to equip our client to be able to own developed solutions without being overly reliant to Geecon as a supplier



## ACCURACY

the focus is on providing solutions that fits with requirements.



# Website redesign

Our client is one of the world's leading child development and child advocacy organisations. They raise funds to support the most vulnerable children even before they have been born. They provide antenatal care for vulnerable mothers, ensure children are vaccinated against deadly diseases and give mothers the skills they need to earn a living. In partnership with local churches, they give children the very best possible start in life.

## WHAT WE DID

To understand the organisation's aims we embarked upon a thorough investigation into our client's setup, including the different roles with a stake in the website, their ways of working, internal processes and, most importantly, their goals. We then combined this information with research including a review of organisational strategies, a range of data, web analytics, competitor analysis, recent developments in the third sector (especially around public perception of charity donations and data handling) and a review of current website content.

Our user research involved a survey with over 2,000 responses as well as face-to-face interviews with numerous supporters and potential supporters. Working closely with the clients' digital team we could produce many strategic insights and recommendations.

## USER PERSONAS

With data from user research we could build upon the organisation's existing marketing segments to produce 5 personas representing important types of user. These personas, including detailed but easy to grasp info on needs, common pain points and typical behaviours, would become an ongoing reference for improving user experiences.

## USER JOURNEYS

With the findings from user research and data analysis we could produce experience maps for some of key supporter journeys on the website and make detailed recommendations for how these journeys could be improved.



## HOW IT WENT

Following the success of the research and strategy phase of the project we were reengaged to implement the new strategies through design and build of the new website. During this phase we became an extension of our clients' digital team, working in close collaboration to improve experiences for both users and editors.

### TECHNOLOGY SELECTION

We could advise our client on a suitable content management system for the new site, considering technical capabilities and the desired experience for editors. We also helped integrate legacy platforms with the new site, built with WordPress, for a secure transition with minimal disruption.

### ONGOING DEVELOPMENT AND SUPPORT

As the charity's appointed digital agency, we're continuing to work closely with our client as the website, built as a Minimum Viable Product, moves through various stages of testing and launch, incorporates user feedback, and grows into a full-fledged digital marketing platform. We're providing additional enhancements to the content creation and publishing features, visual assets, help with third-party integrations and general technical support.

### HOW THIS HELPS US ON YOUR PROJECT

We're able to partner with organisations to deliver strategic change over long-term projects. By gathering and analysing data from a wide variety of stakeholders and users, we derive insights which drive strategic decision making, and recommendations which deliver immediate and long-lasting value.

### BOLD TYPOGRAPHY AND IMAGERY

We used the insight provided by our strategy work to develop a visual style for the new site that would dramatically improve the impact of content and its capacity to engage users emotionally. This was achieved using large, full-width images, more dramatic typography and an iconography that would help make clear the far-reaching benefits of the organisation's work.

### IMPROVED ENGAGEMENT & FUNDRAISING

Since launching in October 2015, conversion rates among website visitors have more than doubled. Cash donations are up 40% per visitor, and, in December, our client received more online donations in a single month than ever before, helping them protect more of the world's children from poverty.





# Gift Aid submissions to HMRC

As a charity organisation, our client gets part of its income from Gift Aid claims from HMRC. In the past, this was a manual exercise that involved compiling excel files and emailing them to HMRC, that was until HMRC changed the process with development of a system that requires organisations like our client to make an automated submission.

## THE WORK

Geecon developed an application for our client with the following functionality:

- APIs which seamlessly integrate with HMRC's portal
- Data validation to identify any potential errors as per HMRC gateway specification
- Ability of the application to integrate with other relevant systems
- Security layers to allow safe data transmission when submitting data to HMRC
- Management Reports to analyse submitted data.

## THE RESULT

Our client is working very well with the new Gift Aid application. They are able to connect to the HMRC portal and make successful monthly gift aid submissions. Our client also has access to dynamic reports on their submissions to HMRC.

*giftaid it*  
**Making donations go further**



# Mobile App

## OVERVIEW

Our clients' App is aimed at existing supporters. The aim of the App is to connect the sponsor more closely with their child – as such, the goals for the App are:

- To provide another channel for updates and communications to Sponsors
- To give supporters information about their child in their pocket
- To increase correspondence of Sponsor to child
- Ultimately, to improve retention rate of Sponsors



## SOLUTION

### Replication of current app:

- Ability to write letters, postcards, etc
- Ability to view record of correspondence
- Give a gift functionality (both individually to child, but also Christmas appeals etc)
- Ability to view info about your child, including historic photos and info/photos of their project
- Ability to view and update your information stored on My Account
- Ability to view previous photos of your child

### Extra features to connect you to your child

- Weather forecast where your child is, plus measure difference in temperature (eg 'it's 34°C & sunny where your child is, that 20°C hotter than London [/your current location].')
- Distance from you to your child (using location on device), and present with a fact Eg you are 2,357 miles from [childname] in [country]. That's 2.7 times the distance between Lands End and John O'Groats' – facts chosen randomly from list of ~10 of them.
- Which direction your child's project is – using iPhone built-in compass, can rotate so you know which direction your child's project is
- Set reminders to pray for your child

## ALERTS:

- Push Notifications on iPhone when a new alert is available
- Alerts based on following logics:
- New letter/photo come from your child
- Birthday coming up
- Christmas appeal
- It's been 6 months since you wrote...
- Prayer alert about your country
- Anniversary messages (you've been supporting xxx for 5 years!)
- But, in future state, option to have special offers or messages for App users too

## NEWS FEEDS:

- Using tagging on the website, articles published on website which are same country as your child(ren) will be surfaced on landing screen of App
- Prayer similarly treated – latest prayer news surfaced as well
- Option for App user to choose which feeds and topics interested in. Eg
  - Videos
  - News
  - Reflections





## GENERAL/ADDITIONAL FEATURES:

- Initial landing screen of App having news feeds, and prompt to log-in to App.
- Remember log-in details/password – plus allow the social media log-in routes too
- If don't sponsor a child, able to close the log-in function from homescreen, and just use App like an 'RSS reader' of articles on website
- If people would like to sponsor a child, sent to website sponsorship journey in mobile's web browser
- CRM is having record of who has used their App and how often recorded against records (if data protection allows)
- App is having some content even if no/limited internet connection.
- Photo of the week – chosen by digital team
- Recipes from sponsored child(ren)'s country – pulled into the App through a feed somehow.
- Encourages feedback from Supporters – certainly email and phone numbers available
- Regular release cycle for updates - fixing bugs, security, fitting with new features for new iOS releases
- Interfaces with ESB via same/similar web services as website.
- Fully compliant with Apple App Store guidelines
- Gift Aid status and opportunity to take Gift Aid through the App







# Managed Hosting Solutions

## THE CHALLENGE

Many of charity's campaigns are digital, which helps to gain exposure and share the amazing work they do with the public. Donations are generated through its websites, which in turn allow our client to protect children from poverty and build a safer world for children.



However, digital technology poses significant challenges because website traffic can vary, particularly if there is a big campaign being executed, which can put pressure on its hosting arrangements. Any downtime can seriously impact our clients' ability to drive support for its causes and accept donations, so the charity's digital team set about finding a more secure and reliable platform on which to host its websites.

## THE SOLUTION

That's when we turned to our client for a Managed Hosting solution, designing a more reliable and resilient infrastructure for websites to sit on. The Managed Hosting solution supports most of our clients' web presence including the main website, donations funnel and other transactional applications. The infrastructure includes backup servers and Web Acceleration service, which caches the applications and diverts traffic away from the servers themselves. This allows the sites to perform effectively during crucial times and when our client needs their websites most. During the Christmas, for example, their websites saw peaks of 15,000+ visitors, but despite the pressure that this level of traffic entails, the hosting went off without a hitch.

## THE RESULT

As a charity, our client doesn't have the resources to dedicate to being experts in hosting, a key benefit of the solution has been the support structures offered by us. We have provided the hosting with more than 99.85% uptime which led them in the right direction and gave the help they needed to get on with their fundraising efforts.