



ESTABLISHING THE FOUNDATIONS FOR A DIGITAL TRANSFORMATION AND A CONSUMER DIRECTED APPROACH: A CASE STUDY

ITAC, Wednesday 30th November 2016

ABOUT WMQ

MENU



How can we help?



 Donate

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1800 448 448 

Your care



How we can support you

SEE ALL SERVICES



AGED CARE



HARDSHIP RELIEF



CHILD CARE, YOUTH AND FAMILIES



DISABILITY AND MENTAL HEALTH

Regulatory
change →
CDC / NDIS

Ageing
population

Digital revolution

Consumerisation
of aged care
and community
services

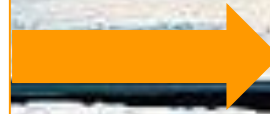


**Govt funding
& packages**




**Consumers &
market share**

**Client service
provision**



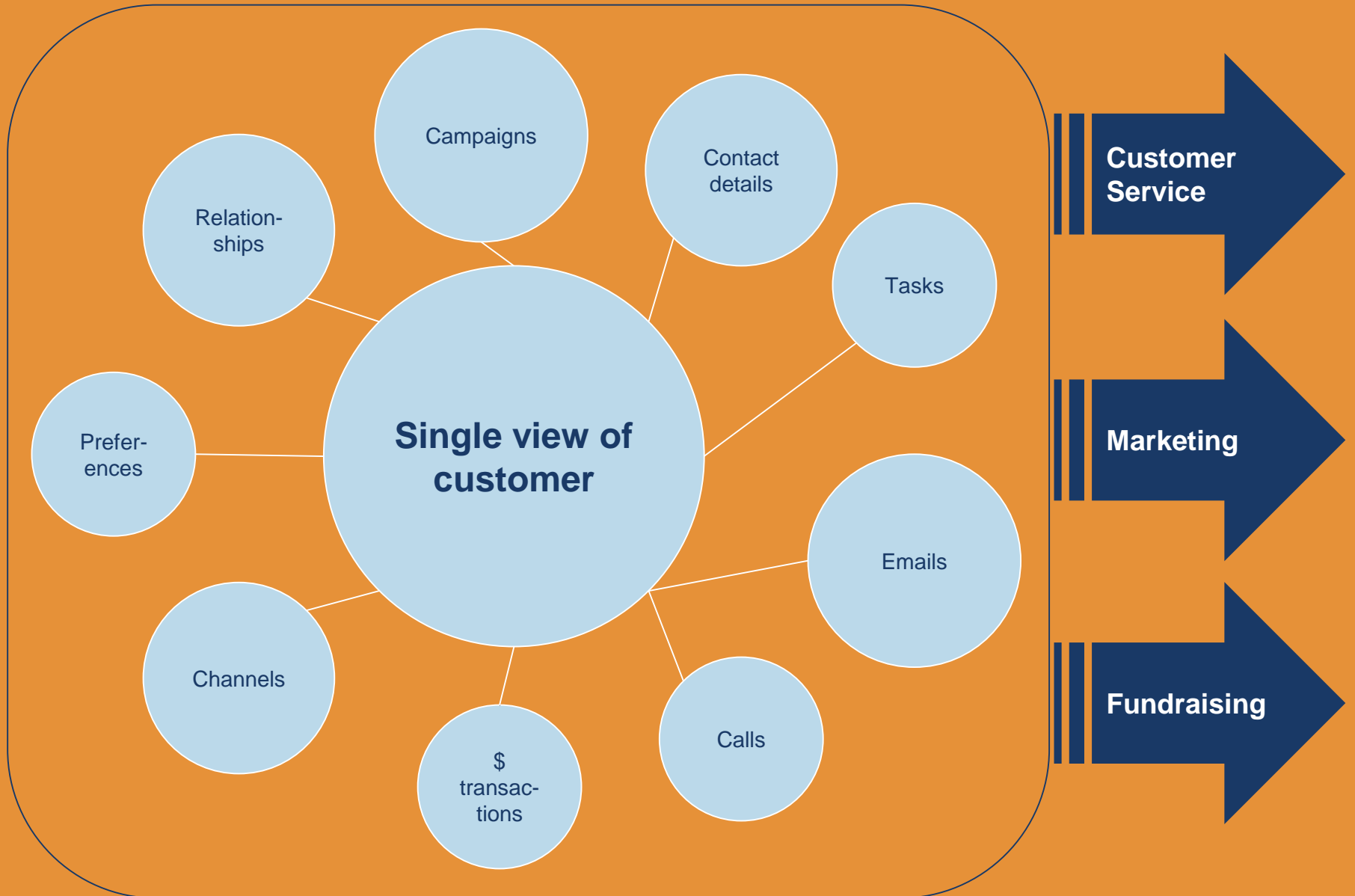
**Win & retain
customers**



"The secret to
getting ahead is
getting started."

- Mark Twain

WHERE WE STARTED



STRATEGIC GOALS

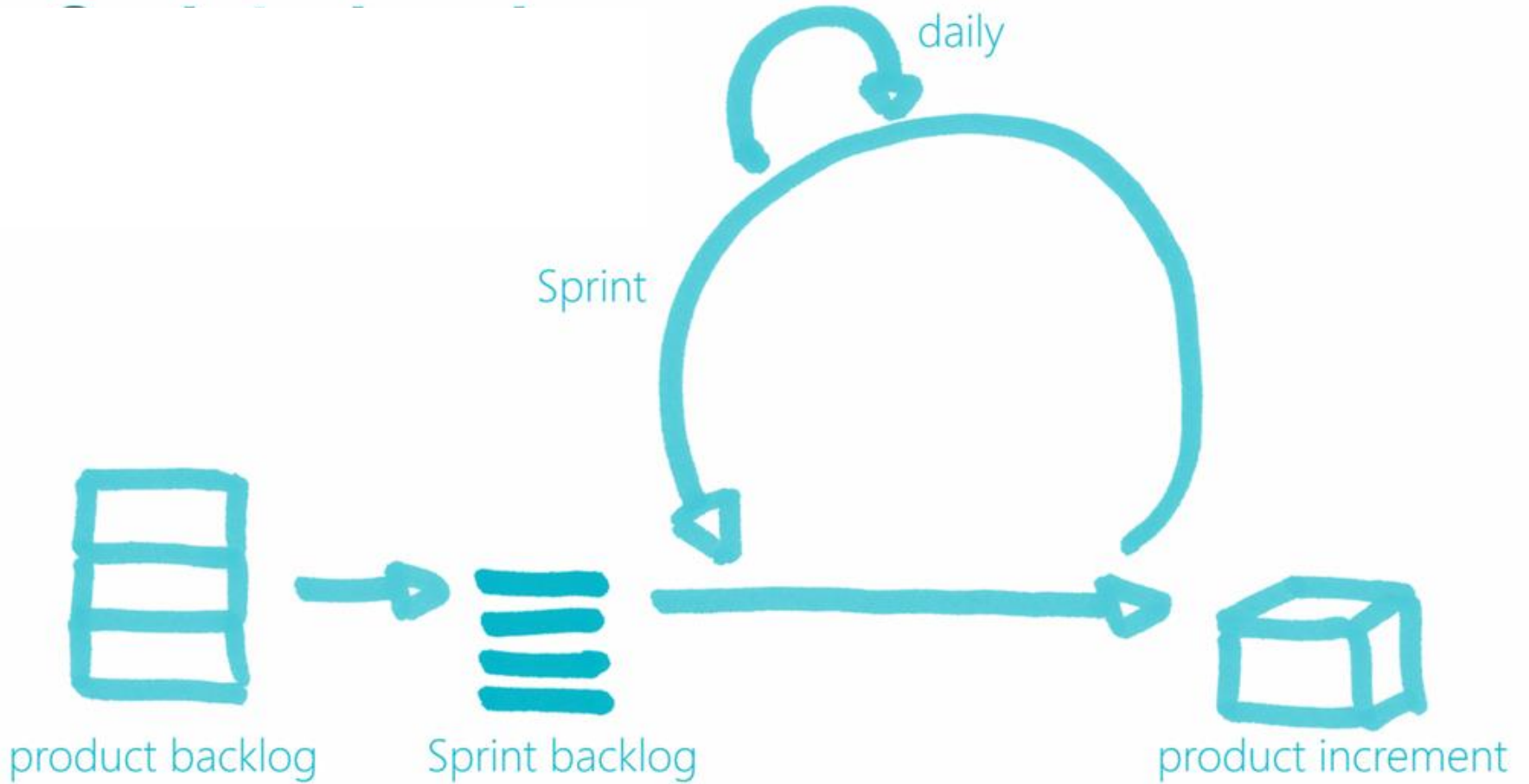


1. Build stronger relationships with existing customers, so they choose our services to meet more of their needs and to stay with us longer
2. Grow new sources of revenue to reduce our reliance on government funding
3. Win new customers
4. Engage and build the capabilities of our staff



SUGARCRM.

AGILE APPROACH





Contact Centre

This block contains five circular icons hanging from strings. From left to right, they represent an envelope (email), a telephone handset (phone), a mobile phone (SMS), an '@' symbol (social media), and two speech bubbles (chat).

Marketing



This block features five horizontal arrows pointing left, each connected to a circular icon representing a marketing channel: a smartphone (SMS), an envelope (email), a laptop (web), a person with a speech bubble (social media), and a Wi-Fi symbol (digital). To the right of each icon is a small silhouette of a person, representing a customer or agent.

**WMQ CRM
JOURNEY TO
DATE**



In Home Care & Allied Health

This block shows a stylized illustration of a house with a window, a tree, and two figures (one pink, one blue) using walking sticks on a path, symbolizing home care services.

Fundraising



This block contains various financial and growth-related icons, including a large green banknote with a dollar sign, several gold coins, and small potted plants with dollar signs on them. The background is decorated with plus and minus signs, representing financial activity and fundraising efforts.

LESSONS LEARNT

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#1

Agile methodology has many benefits, but you need to be ready for the pace it requires

LESSONS LEARNT



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#2

Getting started is more important than waiting to design the perfect solution

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#4

It's imperative to adopt a customer-centric, commercial view - think customers, competition, winning share and loyalty

LESSONS LEARNT



#5

Engaging your people is absolutely key - it's the only way to ensure adoption and change mindsets

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#6

Leadership is key. Senior stakeholders in the business need to be deeply engaged to ensure your CRM program leads to real transformation

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#7

The right governance process is critical to success for any major CRM initiative, particularly when transformation is the goal

AGILE APPROACH



CUSTOMER-FIRST