



Austin Health Foundation Ongoing Cleansing



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OUR CLIENT

Austin Health are a leading healthcare provider based in Melbourne delivering person-centred care, cutting-edge research, and valuable training for industry professionals. As the largest provider of training in Victoria for specialist physicians and surgeons and home to almost 1000 researchers, Austin Health's frontline healthcare services are invaluable to the state community.

Austin Health's researchers work together with a number of institutes, universities, and the Mercy Hospital for Women as Austin LifeSciences, specialising in cancer, neurosciences, transplantation, heart disease, immunology, infectious diseases, endocrinology, sleep disorders, and spinal cord injury.



THE PLAN

The DCA team leveraged what we knew about Austin Health's cleansing requirements from the migration project and developed a fully automated solution that deduplicated, verified, completed, and standardised CRM data.

As an existing, trusted data partner DCA were in a good position to deliver this project on time and in budget, with special consideration to maintaining Austin Health's BAU processes throughout.



CLIENT REQUIREMENTS

Following the successful completion of a significant data migration and multiple data cleansing exercises with DCA, the Austin Health Foundation were seeking an ongoing data quality solution. They needed data cleansing that:

- Reduced manual data review
- Managed duplicates in an automated fashion
- Supported more accurate, personalised communications
- Integrated seamlessly into BAU processes
- Ensured the Salesforce CRM was maintained as a single source as truth
- Could be expanded upon as organisational needs evolve



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THE SOLUTION

DCA developed and implemented an automated data quality solution that connected directly with Austin Health's Salesforce CRM. This solution features:

- Nightly download of new and updated contacts to a DCA Data Mart, hosted on our Australian cloud infrastructure, including
 - Salutation
 - First name
 - Last name
 - Address
 - Phone numbers
 - Email addresses
- Automated cleansing of 13,000+ records per month covering
 - Address verification
 - Phone verification
 - Syntax error cleanse
 - Standardisation
- Deduplication of new contacts against all existing contacts, with individuals' newest information rolled up to the oldest contact
- Return upload to Austin Health's CRM in under 10 minutes



THE BENEFITS

Higher response and retention rates as trustworthy data is leveraged to provide more personal communications and more accurate reporting.

- Ensure correct names in communications
- Better identify single-household supporter groups
- Reduced spam risk through deduplication
- More accurate reporting across campaigns, donations, and supporters

More efficient teams who are able to spend their time on core capabilities, instead of checking for and resolving data errors.

- 3hrs a week saved by eliminating some manual, repetitive tasks
- Outsourced process to trusted data partner eases internal burden
- More streamlined campaign communication processes

Flexible system with room to grow as the rapidly changing fundraising landscape and supporter expectations evolve.

- Additional enhancements easily be included in the existing solution including
 - National Deceased Register cross-check
 - National Change of Address flagging
 - Appending phone numbers
 - Income modelling for capacity to give
 - Analytics including behavioural segmentation
- Technology-agnostic Data Mart enabling the additional system integrations
- Scalable servers in Melbourne and Sydney support a growing supporter base

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DCA DATA SERVICES

With nearly three decades' experience, DCA are leaders in data migration, consolidation, and quality B2B data targeting Australia and New Zealand. Our business is built on having the best people, systems, and solutions on hand for our clients. We are technology agnostic and offer:

- Data analysis, migration, cleansing, and validation
- Lead acquisition and data enrichment
- Expert data services team creating single customer views
- Market planning and assessment
- Data management, donor, and loyalty program management

Our corporate, government, and not-for-profit clients rely on our data, technology and expertise to drive data transformation and make business-critical decisions.

"We've seen results and have been able to justify the spend. Being in public health, it's a risk-averse space, so for us in the foundation to be able to invest in data we need to be able to demonstrate the benefits. I can see the response rates and the retention rates have improved since working with DCA on data quality.

I'm confident they have their finger on the pulse of both the data and fundraising industries. They take the time to understand our specific requirements, taking into account all that comes with us being a not for profit and scaling their service to suit our needs.

I'll be happy to continue working with DCA well into the future."

Veronica Gargano

Head of Donor Relations, Austin Health Foundation

Contact us on 03 9320 9000 or visit data.com.au

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