



RedR

Syndicut

NON-GOVERNMENT

Background

RedR delivers training to relief organisations and their staff, enabling them to respond to the needs of disaster-hit communities, efficiently and safely. In order to improve future response, RedR focuses on capacity building and disaster risk reduction for communities affected by natural and man-made disasters.

Goals

RedR UK were seeking a new website that did justice to their technical expertise, credibility, and good reputation within the sector by highlighting key projects and showcasing the impact of their work. RedR wanted to be seen as a professional organisation that delivers high-quality training and capacity building.

RedR needed to improve their online presence with an updated design, UX approach, improved member services, and interactive opportunities. They also sought to improve the site's integration with Salesforce and e-newsletter campaign tools.

Specifically, RedR needed to create a much clearer user journey for all of their website users especially those looking for training information, without alienating those looking for the other services RedR offer. There was also a need to improve the priority calls to action around the website in order to increase newsletter sign-ups and user retention.

RedR needed to build a personality around their digital branding to portray the human touch element of the organisation, showing that they are the 'first touch' in the chain of events that help to spread their expert knowledge worldwide in order to help people to help communities in need.

Challenges

The donation process on the previous website was poorly signposted and involved a complex process for each type of donation. Syndicut has condensed the process down to one form that allows the user to input their information with multiple options.

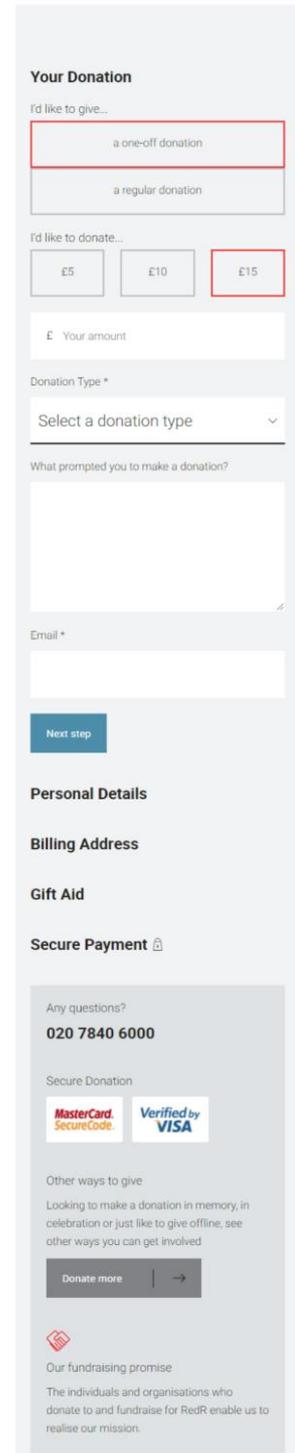
Solution

Course booking data needed to be integrated with Salesforce to store participant and course booking details. Syndicut used Eventbrite for this functionality as it is an existing platform that integrates well with Salesforce and is easy for RedR to set up and edit new and existing events.



Your support, our work, real difference.

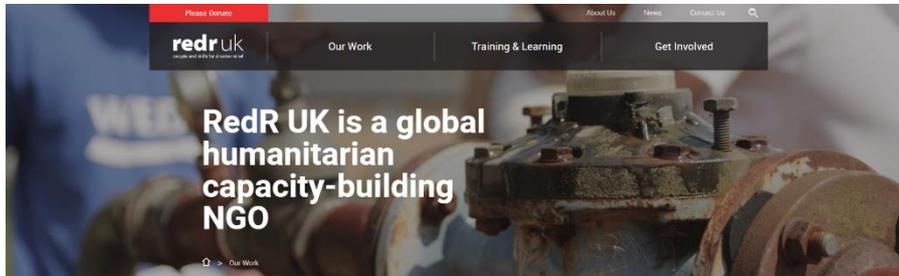
Your donation will help aid workers to save and rebuild more lives after disasters.



The screenshot shows a donation form with the following sections:

- Your Donation**
 - I'd like to give...
 - a one-off donation
 - a regular donation
 - I'd like to donate...
 - £5
 - £10
 - £15
 - £ Your amount
 - Donation Type *
 - Select a donation type
 - What prompted you to make a donation?
 - [Text area]
 - Email *
 - Next step
- Personal Details**
- Billing Address**
- Gift Aid**
- Secure Payment** 
- Any questions?
 - 020 7840 6000
- Secure Donation
 - MasterCard SecureCode
 - Verified by VISA
- Other ways to give
 - Looking to make a donation in memory, in celebration or just like to give offline, see other ways you can get involved
 - Donate more | →
- Our fundraising promise
 - The individuals and organisations who donate to and fundraise for RedR enable us to realise our mission.

For specific appeals (e.g., Nepal Earthquake), donations are tracked so that money can be transferred directly to the specific country account. A unique code is then set up in Salesforce for a new appeal and pulled into the CMS so that a CMS user can select an appeal to create a donation page for.

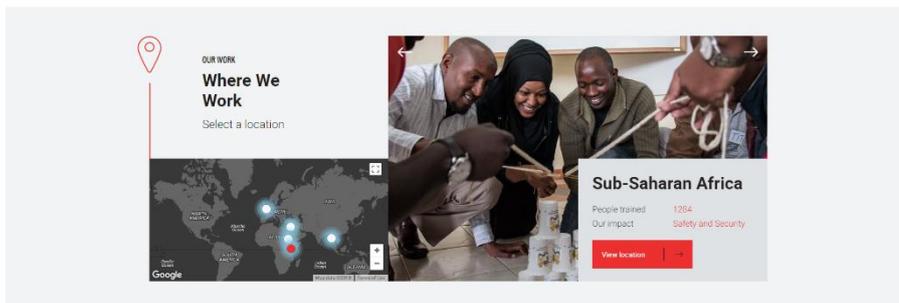


From our regional hubs, we provide training, tailored support and technical expertise to NGOs, aid workers and communities responding to humanitarian crises.

Our expert support ensures that the people responding to disasters have the skills to do so safely and effectively.

We are present during every stage of the disaster response cycle, from preparedness, to emergency response, to early recovery and reconstruction.

We work [collaboratively](#) with international and national NGOs, UN agencies, academic institutions, think tanks, governments, and the private sector to improve emergency response at a global level.



Results

Admin staff from RedR's training team regularly spent up to ten hours a week processing course bookings. The new, automated booking process has freed up this time, allowing them to focus on other aspects of their jobs such as reaching out to potential participants and working to ensure that their training is accessible to those who need it most.

Since launching the new site on **May 26, 2017**, the site has seen a distinct increase in new traffic. Bounce rates have decreased significantly, going from 53.81% in 2016 (June 1 – August 1, 2016) to 45.94% in 2017 (June 1 – August 1, 2017). The ratio of return visitors to new ones is increasing toward the goal of 40% (from 32%).

Since the site revamp, the average amount of pages hit per session is increasing from three point two five to the KPI of four or five on average, showing an expanded interest in discovering more about RedR's cause. With the old booking system, the site was experiencing a 50% drop-off rate (i.e. people who began but never completed the booking process). Anecdotal evidence suggests that the complicated, clumsy nature of the old

booking process was a significant factor, which has now been solved by Salesforce.

Key Criteria for Choosing Kentico

Kentico 'out-of-the-box' is a great platform but custom functionality can be easily added using Kentico Custom Modules. Additional reasons why Kentico was the preferred Content Management System for this website are listed below:

- Workflow for editors and publishers
- content could be easily maintained by the various teams
- easy-to-use Content Management capabilities (even for non-technical users)
- easily customisable CMS features
- Social Media integration
- cost-effective license
- good technical support

Syndicut

Working with organisations to realise their ambitions, using art and science to create beautiful ideas and digital experiences.

We combine beautiful design with faultless technology to produce engaging, award-winning digital campaigns for clients across a range of sectors, including Non-profit, Broadcasting, Education, Consumer and Corporate.

Social media plays a significant role in all things digital and its power should not be underestimated. We have created and carried out extremely successful social campaigns for a number of clients including Channel4 and Sky.



Syndicut Communication Ltd
6 Lombard Street
Abingdon
OX14 5BJ
<http://www.syndicut.com>

Emily Smith
(Junior Project Manager)
emily@syndicut.com