



Empowering a large healthcare community

Diverse clientele benefits from a clear, consumer-oriented, and information-rich new website

Industry: Nonprofit • Founded: 1908; 2016 consolidation of service brands into UnitingCare Queensland • Headquarters: Brisbane, Queensland, Australia
Employees: 17,000 • unitingcareqld.com.au

“How can we help you today?”

That question greets all visitors to UnitingCare Queensland’s transformed website. For many, it’s the start of a lifelong relationship.

UnitingCare Queensland is a courageous and creative health and community services provider and one of the largest charities in Australia. Built on compassion, it employs 17,400 staff and 9,200 volunteers, working with more than 430,000 individuals, families, and communities in more than 460 locations across Queensland and the Northern Territory.

Through its brands, UnitingCare, Lifeline, Blue Care, The Wesley Hospital, St Andrew’s War Memorial Hospital, Buderim Private Hospital, St Stephen’s Hospital, and Australian Regional and Remote Community Services (ARRCS), it works to empower senior citizens, those living with a disability, people requiring healthcare in a hospital or at home, Aboriginal and Torres Strait Islander, children, and families.

It has the potential to connect with people at every life stage, but the merger of separate service brands in 2016 meant that UnitingCare was managing several websites and content management systems. They were looking for a way to consolidate the sites and chose Sitecore as their new website and CMS platform. After conducting extensive research across all service touchpoints both online and offline, UnitingCare also determined the need to better educate and empower the community to make the right healthcare choices based on their circumstances, supported through a more interactive online experience. To help with this, UnitingCare needed a customer-focused marketing platform that would help service their communities through all life stages.

5.1m

Queensland residents served

100%

Uptime since site launch

2.6sec

Improved page load time

// Our customer might come to us first as a young person starting a family. Then maybe they'll hit a rough patch in life and need some counseling, or a way to help aging parents. Sitecore enables us to change their experience throughout their lifecycle

– Dan Shaw, Manager of Group Digital Marketing,
UnitingCare Queensland

The Challenge

This breadth of scope had led to a proliferation of different websites running on multiple content management systems. The sites presented more as corporate brochures than interactive tools. Their language was laden with jargon. “A person in crisis doesn’t want to read about ‘multidisciplinary teams,’” Shaw said. “That person wants help.”

Meanwhile, the National Disability Insurance Scheme (NDIS) had changed UnitingCare’s funding model in a way that made it essential to use the website more effectively. Instead of payments going directly to service providers, such as UnitingCare, they now go to the service consumer. UnitingCare therefore needed to better educate its audiences and guide them to the right services. “We needed to make their journeys more connected and customer-centric,” Shaw said. “We aimed to create a nice, clean, simple, easy-to-use website to either give people the information they need or to fast-track them into a service center.”

The Sitecore Solution

UnitingCare Queensland engaged Sitecore partner Dataweavers to roll out their fully automated Sitecore solution on Sitecore Managed Cloud in just 60 days. The Dataweavers DevOps Technology, built on Azure DevOps, automated the setup and deployment of Sitecore, multiple other Azure Services and the Guerilla codebase on top of the base Sitecore Solution provisioned by Sitecore Managed Cloud Standard. Sitecore partner and digital creative brand agency, Guerrilla, worked on the overall business requirements, creating, designing and building out the Sitecore component and content. UnitingCare’s Digital & Technology team performed load, penetration, and security testing.

“Dataweavers brought the IT maturity to use a DevOps approach of teams working simultaneously, while Azure gave us the speed to release quickly,” Shaw said.

UnitingCare’s size and complexity made this a formidable challenge. The project team consulted with more than 50 leaders from UnitingCare service, research, and marketing groups to gather content, images, and feedback. By launch time, they’d create a site that satisfied even the most exacting stakeholders.



Success Snapshot

- New site immediately focuses on user needs
- Multiple websites migrated into one, with clear navigation and content structure
- Site launched in 60 days from contract signature, with zero downtime
- 2.6 second page load time, with 100% uptime since launch
- Sitecore® Experience Platform™ (XP) (v9)
 - Experience Analytics (xAnalytics)
 - Marketing Automation
 - Sitecore Forms
- Sitecore Experience Profile® (xProfile™)
- Sitecore® Experience Database™ (xDB)
- Sitecore® Email Experience Manager (EXM)
- Sitecore® Experience Accelerator (SXA)
- Sitecore Helix design principles and conventions for Sitecore development
- Sitecore Managed Cloud Standard (Sitecore Experience Cloud™ on Microsoft Azure)

“It was one of the most fantastic examples of collaboration I’ve ever seen,” Shaw said. “A small, tight team delivered a large, complex site that talks to every single person in Queensland. That’s easy to say but incredibly hard to do.”

The team used Sitecore Helix design principles and Sitecore Experience Accelerator’s reusable, templated layouts and components to reduce time to market. It leveraged Sitecore xAnalytics, xProfile, EXM, xDB, Marketing Automation, and Sitecore Forms to automate site creation and functions. UnitingCare and its agency teams now can bring new features and functionality to market faster than ever, with deployment in less than 15 minutes. With Sitecore Managed Cloud standard, the UnitingCare site enjoys 100% uptime.

The Outcome

The new site invites users in, not only by asking what kind of help is needed today, but also with navigational clarity and images of relatable people.

“We keep the landing page design clean and put calls to action high up on the pages. Natural language talks you through filtering results,” Shaw said. “The imagery includes as many actual clients and real people as we could, especially in areas serving Aboriginal and Torres Strait Islander communities.”

Next, UnitingCare plans to enliven the site with more videos, and its already taking advantage of Sitecore’s data and analytics tools to collect and analyze current site behavior and performance, with a plan to implement personalization that targets content according to users’ location and content previously viewed. A/B testing will guide site design decisions, as Shaw’s team rolls out additional UnitingCare digital assets onto the platform.

To learn more visit [sitecore.com](https://www.sitecore.com)



Dataweavers.io

Dataweavers removes the complexity of delivering and maintaining Sitecore by providing a bulletproof managed hosting service and providing development teams the DevOps tools to be successful.

Dataweavers gives organizations secure, audited, maintainable and compliant infrastructure as code, that allows PaaS deployments with one click.

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