



CASE STUDY: RED CROSS

How Implementing a Web Application Can Lead to a Better Organization

Industry:

Nonprofit

Application

Web Application Using
ASP.NET, MS SQL Server,
jQuery, JSON, Ajax,
JavaScript, HTML5,
FredCK Editor

Challenge:

Difficulties in sharing
information internally and
disseminating information
to the potential volunteers

Solution:

Developed a public facing
web application centralized
access for internal
and external information
sharing and dissemination

Results:

A more efficient and
streamlined organization
with more time to help
people

A chapter of the Red Cross came to us with a set of challenges they were experiencing within the inner workings of their organization. They were looking to have a custom system built. They have multiple offices, so the system would need to be accessible to everyone within the organization. They wanted the software to be publicly accessible to provide information regarding available volunteer positions to potential applicants.

Challenge:

Their organization was having difficulty keeping track of applicants and open positions. Sharing this information between offices was difficult. They were using spreadsheets, paper and a database system to store information which led to a high rate of errors being made. Their office was overwhelmed with phone calls from volunteer applicants inquiring about available positions. Onboarding a volunteer into an open position was taking 3 months, which was far too long. Overall, their system was antiquated, decentralized and inefficient.

Solution:

A public facing web application was built which provided centralized access to information. This system allows the admins to post open positions for potential volunteers to peruse.

The applicants search for available positions by location and job type. They can apply for a position directly through the web application. During the application process, the applicants are provided with customized questionnaires developed by the administration for pre-screening. When searching for a particular type of position, if no search results are found, the applicants have an opportunity to create a subscription for that



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Metrics:

- Saved more than 70% of previous hiring time
- Reduced errors by 80%
- Reduced applicant inquiries by 95%
- Reduced recruitment cycle from 3 months to 3 weeks

type of position and then receive an email notification when a match becomes available.

On the admin side, the administration posts their currently available positions. They keep track of applicant's status and keep detailed notes on each applicant. They can communicate with the applicants directly through the new system.

The admins publish information within the web application, there's no need to have a developer's assistance. They simply use our page creation tool which includes a WYSIWYG editor to post the information. They can adjust blurbs on the homepage as well.

We integrated the web application into their existing systems, which provides a single sign-on capability. We also integrated the system into their existing database, which provides automatic data population, saving valuable manual input time.

Results:

The organization is extremely satisfied with their new system. As you can see by the metrics to the left, by putting this system in place their organization benefited in so many ways. They can now put the time previously used to answer phones and distribute information to better use. More time allotted means more support provided. We are proud to be part of this project and look forward to helping more organizations like the Red Cross.