CASE STUDY

Sagacity
Part of Accenture Song

Improving Operational Efficiency with a Single Customer View

Client

Leading UK Charity

Single Customer View

Client Situation & Impact

Our client, a charity working to stop UK hunger and poverty, has a network of foodbanks providing emergency support to people in crisis.

After experiencing a rapid growth in donations, enquiries, supporters and engagement following high-profile media coverage, the charity was faced with significant challenges in onboarding new donors and planning for their supporter journeys.

Their main objective was to strengthen supporter growth and ensure that donation values could be properly attributed to the correct engagement – for example, donations made in direct response to a direct mail campaign or social media post, or proactively via a web search.

Organisation Growth

Donor Attribution

Campaign Reviews

How Did Sagacity Help?

To begin, we cleansed the client's data by removing goneaway and deceased records to ensure supporter data was clean, accurate and up-to-date.

Then, our team worked alongside client stakeholders to combine all supporter records into a Single Customer View (SCV).

This acts as a single source of truth, enabling the charity to understand the onboarding and journey of every supporter.

In addition to having never completed a project of this scale and complexity before, the charity's size, their rapid growth and several new starters mean that roles were not clearly established.

As a result, we set clear guidelines and steps, acting as a trusted expert that provided guidance on roles and governance in addition to the Single Customer View implementation.

Outcome & Business Benefits

£30m in donation generated and correctly assigned

As a result of our data cleanse and SCV, the charity was able to enhance its data landscape and benefit from an improved understanding of its supporters, with insights into demographics, affluence, and motivations for supporting.

These insights and learnings can be applied to all new supporters and inform future marketing or fundraising campaigns, generating additional donations.

Following this successful implementation, our client has engaged us for discussions on additional support for their outbound fundraising activities, including direct marketing, digital, and migration from one-off gifts to regular giving.

