

A large, stylized blue chevron graphic pointing to the right, composed of two parallel lines that taper to a point on the right side.

High performance. Delivered.

Helping MinStoraDag provide big days for critically ill children.

Summary

MinStoraDag (or, My Big Day) is a non-profit organization based in Sweden that helps critically ill children from the ages of three to 18 realize a "dream day." MinStoradag needed to strengthen their stakeholder relationships, increase the opportunity of executing marketing campaigns and improve their reporting. These goals could be reached by implementing a market-leading CRM tool. As part of their cooperation with MinStoraDag, Accenture teamed with salesforce.com to help MinStoraDag to reach their targets.

Client Background

MinStoraDag arranges so-called "Big Days" and group events for hundreds of critically ill Swedish children every year. By doing so, MinStoraDag boosts their morale, giving them something to look forward to in the midst of often grueling treatment regimes. The children work as active partners with the organization, shaping their own unique activities. For one little girl, that meant designing a "jungle room" in her home. Another girl travelled to London to see a West End musical. And one 14-year-old boy, with the help of MinStoraDag, met his soccer idol, Lionel Messi, in Barcelona. Donations are the lifeblood of MinStoraDag and the non-profit is funded wholly through private donations from foundations, companies and through private citizens.

The Challenge

MinStoraDag works with a network of University Hospitals and children's clinics. Referrals to the program come through the child's primary physician. Keeping track of children and their nominating physicians was handled manually, carried out using spreadsheets. The process was daunting. Tracking and managing donations also proved to be difficult. The organization needed a customer relationship management (CRM) solution that could manage hospitals and their patient referrals as well as donators and other stakeholders. And it needed to drive clarity in the critical area of donations answering questions like: Which individuals and companies donated? And when? How much? What were the most effective ways of attracting donations? Furthermore, MinStoraDag needed



comprehensive and accurate reporting to analyze large amounts of data. In addition, MinStoraDag wanted to strengthen its digital marketing capabilities. The old way of handling campaigns was accomplished manually and was too time consuming. The non-profit needed a tool to make efforts much more efficient and to connect them directly to donors and stakeholders. Accenture had a track record of CSR with MinStoraDag and stepped up to handle the implementation of salesforce.com to significantly improve the non-profit's daily work as well and steer future strategic decisions.

How Accenture Helped

Working closely with MinStoraDag and salesforce.com, Accenture created a plan to roll out the CRM solution to meet the business needs at MinStoraDag. The project included requirements gathering, design, configuration, test, deploy and end-user training on the solution. The timeline for the implementation was aggressive: only eight weeks. Given Accenture's depth of expertise and the close cooperation with end users at MinStoraDag all backed by the technical expertise at salesforce.com, the goal was readily reached.

High performance delivered

Thanks to the joint efforts from MinStoraDag, salesforce.com and Accenture, MinStoraDag has gained control over both administering to recipients and managing the more than 2,000 donations received annually. As a result, they can now set goals, segment and target their donors. They can also track their 200 active volunteers to better match their individual capabilities with specific activities. Their campaigns are now measurable—and MinStoraDag can tweak them to drive up return on investment. More than 500 activities can be traced and monitored. Collaboration and communication has improved enabled by online messaging tools. And most importantly, thanks to more effective operations, more children in need will be able to realize their big days.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is www.accenture.com.



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