



Royal treatment for the Prince and Princess of Wales Hospice

Fast-tracked digital transformation
for forward-thinking NFP.

Case study





The Prince & Princess
of Wales Hospice

About The Prince & Princess of Wales Hospice

P&PW Hospice was established in 1980 as a charitable trust by Dr Anne Gilmore OBE*. Initially located by Glasgow's River Clyde, it moved to modern facilities in Bellahouston Park in 2018.

The hospice is known for its innovative approach and was the first in Scotland to use Scandinavian Sengetun palliative care. Annual operating expenditure has averaged at £7m since 2018.

Royal treatment for the Prince and Princess of Wales Hospice

The Prince & Princess of Wales Hospice is an organisation that continuously strives for innovation and excellence. Led by a progressive and forward-thinking leadership team, P&PW sets high goals and carefully selects talented individuals to accomplish their ambitious objectives.

To achieve comprehensive modernisation, P&PW brought in experts from the commercial sector to oversee the process. They aimed to increase operating efficiency, generate more income, and improve service delivery. The Head of Digital quickly launched a digital transformation campaign, seeking only the best service providers to work with.

The Prince & Princess of Wales Hospice is an organisation that continuously strives for innovation and excellence. Led by a progressive and forward-thinking leadership team, P&PW sets high goals and carefully selects talented individuals to accomplish their ambitious objectives.

To achieve comprehensive modernisation, P&PW brought in experts from the commercial sector to oversee the process. They aimed to increase operating efficiency, generate more income, and improve service delivery. The Head of Digital quickly launched a digital transformation campaign, seeking only the best service providers to work with.

Fast-tracked digital transformation



Challenges and objectives

Challenges

Fraser Ralston, Head of Digital at P&PW, quickly identified that the existing digital infrastructure was unsuitable for their ambitious objectives. He determined that the CRM and website systems needed replacing with more dynamic and extensible platforms and that digital transactions should be controlled by P&PW rather than third-party vendors.

Fraser aimed to improve P&PW operations by connecting critical data capture points like eCommerce and EPOS to their CRM. This would make data transfer in real-time possible, saving time and money on manual data processing. Additionally, it would allow post-transaction communication with supporters to occur more quickly.

Objectives

P&PW looked for digital agencies that could deliver the following website functionality:

- Onsite single and recurring donation processing
- Mass event group bookings processed on website
- Online shop and order management system
- Raiser's Edge integration automating donor and gift registrations
- Centralised repository for Gift Aid declarations
- Automated post-transactions communications
- Powerful content control for multiple departments
- Accessibility, GDPR, and security compliant system
- EPOS API integration
- Online auction system



Solution and results

Solution

Hapi was highly recommended by ACCORD Hospice and proved an excellent fit for P&PW's requirements. Hapi's API integration capabilities were particularly impressive, showcasing a commitment to enhancing not just marketing and fundraising, but holistic operations too.

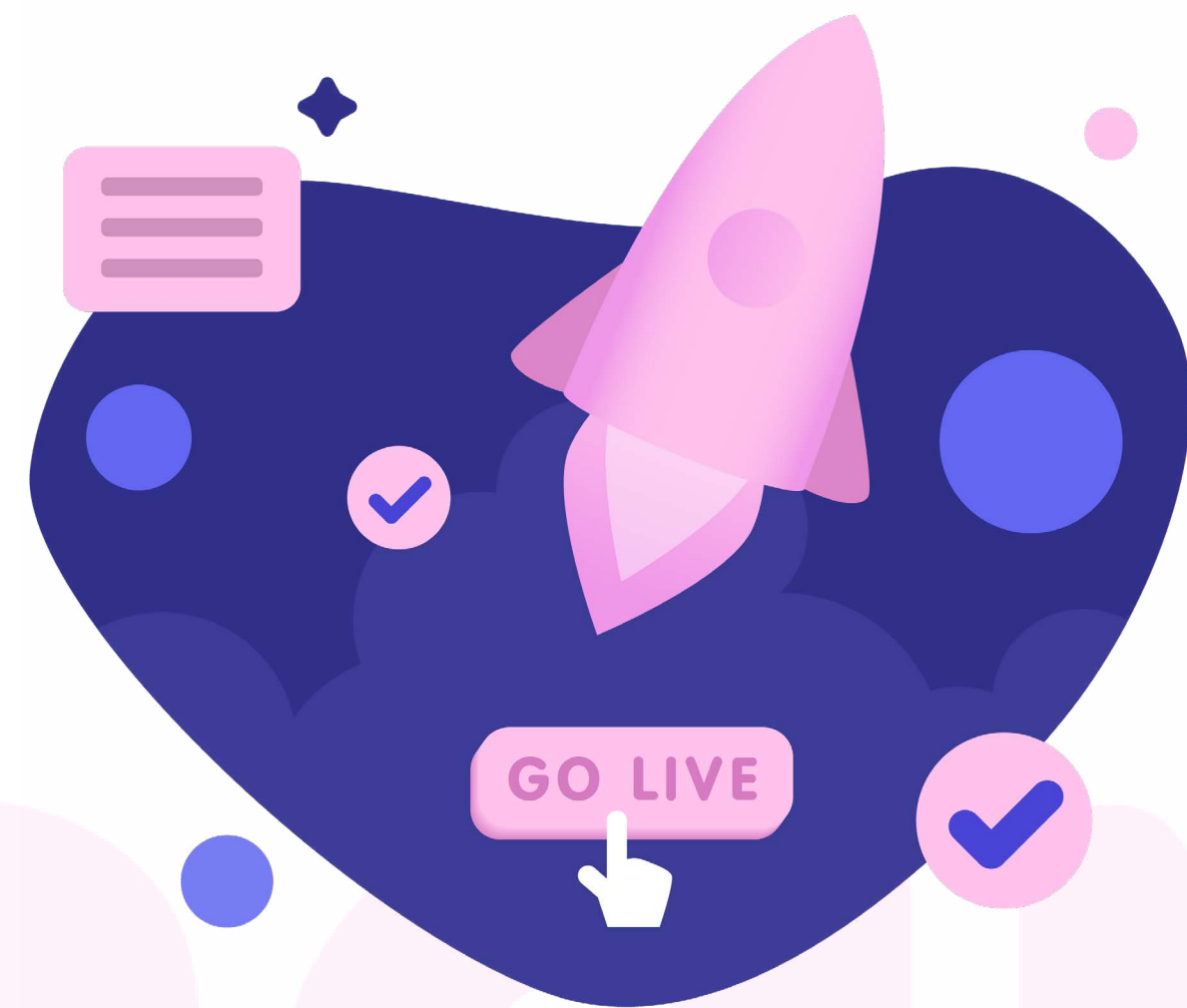
P&PW had tight deadlines and wanted innovation without disruption. As a result, hapi's ten-week "configure and launch" rollout was particularly appealing. Additionally, Dreamscape offered a content transfer package to further speed up and ease the burden on P&PW's resources.

Starting the project on the 13th of March 2023, the new P&PW website took just ten weeks to deliver and was launched on the 15th of May 2023. Given that this is a fully transactional website integrated to back-office platforms, this speed of digital transformation is without precedent.

Results

- Ten-week project life cycle from start to launch
- Group staff training provided on content control
- Fully configurable NXT CRM integration for real time dataflow
- All donations and event bookings processed onsite
- Migration of legacy content and URL's in just eight days





**Ten-week project life cycle
from start to launch**



**All donations and event
bookings processed onsite**



**Migration of legacy content
and URL's in just eight days**

Fraser Ralston

Head of Digital



“ We are grateful for your team’s exceptional service throughout the hapi rollout process. Our team is thrilled with how quickly and smoothly this game-changing project came to life and the benefits it has delivered. We’re also excited to join the hapi community and look forward to working together to create more features and capabilities on the hapi platform.

”