



The Flemish Cross (Het Vlaamse Kruis) is a voluntary association operating in the field of pre-hospital care since 1927. Headquartered in Antwerpen, Belgium, The Flemish Cross is devoted to providing over 100 types of prehospital care emergency medical services and raising community health awareness across Flanders by organizing first aid kit trainings as well as community-forming, cultural, educational and social activities.

**PRODUCT :**

Sales Creatio,
Marketing Creatio

**INDUSTRY :**

Healthcare, NGO

**REGION :**

EMEA (Belgium)

CHALLENGE :

For the past 10 years, **The Flemish Cross** implemented and switched out four different software systems due to the lack of scalability and agility they offered. Customizing the legacy systems was expensive and timeconsuming, which was unacceptable for the business, which runs in a rapidly evolving social and medical environment. **The Flemish Cross** could no longer tolerate the software with limited functionality and poor data management. Therefore, the company started searching for an apt technology that could take care of CRM processes while The Flemish Cross takes care of its patients and community members.

The Flemish Cross required the following:

- Top-notch solutions for automated data management and business processes standardization
- An agile BPM tool to support regular business process changes on the fly
- Effortless large-scale data migration from legacy system with over 50,000 customer accounts and 75,000 invoices to be transferred
- GDPR-compliant software as per industry-specific confidentiality policy
- Comprehensive analytics for data-driven decision making

SOLUTION :

A first-class operational CRM to **unify business processes and manage data** of various stakeholders: volunteers, donors, service requesters, medical training attendees, ambulance drivers, other NGOs, etc.

- 1/ A single platform for sales and marketing** that incorporates more than 10 different workplaces for various projects, departments, and cross-functional teams
- 2/ A fully-fledged software to support customer-facing processes**, including service requests processing, events scheduling, invoicing, and donations management
- 3/ Digital asset management**
- 4/ Optimized document management** with the help of extensive knowledge base
- 5/ Automated data management** solutions, such as ML algorithm to de-duplicate data and advanced data filtering capabilities
- 6/ A comprehensive service catalogue** with custom sections to manage industry-specific data such as first aid kit tools, ambulance fleet data, medical records, insurance details, etc.
- 7/ A built-in shared calendar** for real-time collaborative work with automatic activity reminders for scheduled team meetings, training events, customers' first aid recertification, and more
- 8/ System-wide analytics** provided by tailor-made dashboards to analyze customer base growth
- 9/ Taylor made Self Service Portal** developed by Evoqia, fully integrated with Creatio
- 10/ Integration with Exact Online** accounting software for unified payments, donations and membership fees management, as well a **full integration with Office365**

BUSINESS OUTCOMES :



Increased operational capacity
– 20,000 active members is managed
in the system efficiently



Time-sensitive customer service
delivered much faster



Workplace productivity
enhanced significantly



The Creatio unified CRM / BPM platform has brought our operations to the next level. The implementation by Evoqia was fast, pragmatic and highly efficient.



Frans De Wolf
ICT Manager

Creatio was implemented by **Evoqia**, Creatio's trusted partner. Creatio's solutions helped the company close its customer experience gaps and win stakeholders' loyalty. With the help of Creatio, The Flemish Cross works at full speed, serving the needs of the community.