Case Study

American Red Cross

Overview

Industry

Not-for-profit

Reduced Cost to Schedule

30%

Reduced Time to Schedule

43%

Reduced Resource
Underutilization

31%

For more than 130 years, American Red Cross Training Services has delivered premier health and safety training to individuals and businesses in the United States. The Red Cross offers unparalleled flexibility in delivering training for organizations that meets Occupational Safety and Health Administration (OSHA) Guidelines, including training online, community classes, and onsite with clients.

With Skedulo's solution on Salesforce, American Red Cross underwent a digital transformation to automate a process that had slowly evolved over a century.

About American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission.

Among its many services, American Red Cross has long prepared individuals and communities for disasters and helped organizations meet health and safety preparedness goals. In the U.S., the Red Cross offers 60,000 courses annually, ranging from nurse assistant to first aid certifications.

Courses Offered

60,000

Individuals Trained
Annually

530,000

Mobile Trainers

1,250

Disconnected Systems Made Scheduling Training Painful

American Red Cross Training Services are immense in scale. Every year, 1,250 mobile trainers help deliver 60,000 courses to 530,000 individuals. The operational complexity of their training program was simply more than the tools they had could manage.

First, there was a gap in where data was stored for different types of training programs. Some types of customers and contracts were stored in Salesforce CRM, while others were legacy systems or in spreadsheets. So there was no clear source of truth about customers and the organization's obligations to them.

Second, data about the many courses offered was in a learning management system (LMS). That system housed the content, requirements, and logic for the 60,000 courses. Since this information is necessary to make decisions about who is assigned to deliver which courses and when, schedulers at American Red Cross had to take data from that system and manually cross reference it against multiple spreadsheets where information about their mobile instructors was kept.

The last piece of the puzzle was the spreadsheets, emails, and shared calendars where information about instructors and the facilities where some Red Cross open enrollment courses are delivered.

"Each region managed its own instructors separately in spreadsheets and email, so there wasn't any system that could provide visibility at the national level into our mobile workforce and how we were scheduling them," said Joe Zito, vice president of information technology at American Red Cross.

"We knew we had room for overall process improvement and greater efficiency, but we needed a system that would sit natively in Salesforce and be able to manage all the data points that go into a scheduling decision."

Joe Zito
Vice President of Information Technology, American Red Cross

With a mobile workforce of more than 1,250 people, including full-time, part-time, and volunteer instructors, finding a system that could manage all that data, automate scheduling, and incorporate course information and logic from the LMS, all while sitting natively in Salesforce, was a true digital transformation project that would impact every aspect of American Red Cross Training Services operation.

American Red Cross Lowers Costs, Increases Utilization, and Schedules Faster with Skedulo

With Skedulo's powerful and flexible scheduling engine natively built on Salesforce, American Red Cross found a partner who could meet their complex requirements and scale with their organization. With an integrated tech stack including a learning management system, Skedulo, and Salesforce CRM, American Red Cross has unified data to connect customers, instructors, and training with a clear system of record providing visibility the organization has not previously seen.

"We've been very pleased with the results. Before, we were manually tracking how many hours were assigned to each of our instructors and only knew after the fact whether we had scheduled them to their full capacity," said Zito. "Now, Skedulo shows us in real time how many hours each resource has been scheduled for the month, so we've improved utilization and reduced costs significantly." Since implementing Skedulo, American Red Cross has reduced underutilization of its instructors by 31% and reduced the cost of scheduling by 30%.

Scheduling is dramatically faster now for the health and safety training division of American Red Cross. With a 43% reduction in time to schedule, the team has discovered new ways to solve old problems, which is no easy feat for a group with a 130 year history.

"Skedulo worked with us to create a customized solution that is truly plug-and-play and scalable. We can drop this process as is into other parts of our organization and it will work."

Joe Zito
Vice President of Information Technology, American Red Cross

About Skedulo

Founded in 2013, headquartered in San Francisco and with offices in Australia, Vietnam, and the United Kingdom, Skedulo has enabled over 140 companies, including Easterseals Bay Area, Achieve3000, and Area Wide Protective, to seamlessly schedule and service more than 5 million appointments around the globe. The company has secured over $40 million in funding to date, led by M12, Costanoa Ventures, and Blackbird Ventures. For more information, please visit www.skedulo.com, or our blog, @Skedulo, Facebook, and LinkedIn pages.