

The logo for 'datango' is written in a bold, blue, lowercase sans-serif font. A green horizontal line is positioned below the 'o' in 'ango'.The title 'Case Study' is written in a white, bold, sans-serif font on a blue background.

Digital Transformation Initiative |  
DRK Blood Donation Service West



## TASK

As part of a comprehensive digitalization initiative, the DRK-Blood Donor Service West has set the course for a future-proof IT landscape. A central component of this strategy is the consistent digitalization of software roll-outs, as well as the transformation of onboarding from in-person to online formats. Within this framework, change management identified the efficient creation of process documentation and training materials as a critical success factor. In order to replace the previous manual documentation and ensure scalable knowledge transfer, the decision was made to implement a specialized software solution.



## PARAMETERS

**Industry:** HealthCare

**Project duration:** since 06'2023

**Project title:** Digital Transformation Initiative

**Number of end users:** 945

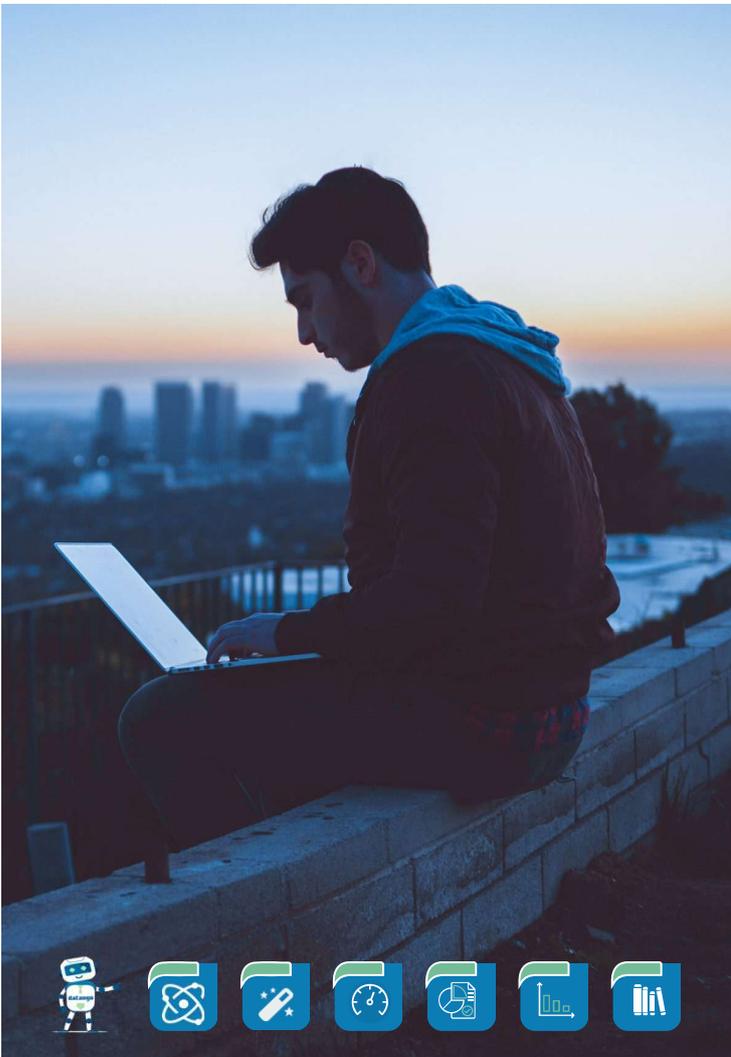
**Applications:** Inloox, Windows 11, Microsoft Office 365, BAS special application for blood donation, laboratory sector OPUS::L, SAP R3



## SOLUTION & RESULT

Based on positive past experiences, the datango solution was implemented as a strategic tool for the organization. Responsibilities are clearly defined: while the Seminar Department is responsible for e-learning, Change Management and IT focus on the documentation of roll-out processes. Both teams utilize the datango Creator as their central authoring tool. A key added value: every recording automatically generates various learning environments, enabling risk-free training directly within the live system. This particularly benefits occasional users as well as the large number of volunteers, providing them with low-threshold and intuitive support.

The created process documentations are provided centrally as Units via the datango MediaCenter. Cross-departmental training is designed as interactive Journeys and deployed as courses through the LMS datango Academy. For mandatory training (including data privacy and IT security), the company relies on the efficient datango Ready-to-Use-Contents. Looking ahead, all content will also be seamlessly integrated into the company's internal intranet.



The DRK-Blood Donor Service West is a non-profit limited company (gGmbH) responsible for supplying clinics and medical practices with various blood products across North Rhine-Westphalia, Rhineland-Palatinate, and the Saarland.

As a non-profit institution of the German Red Cross, we operate according to economic principles for the public good. Our blood products and services cost no more than is necessary for the operation, maintenance, and development of our facilities, as well as for improving the safety and quality of our products. Surplus earnings from our activities are used for essential investments, research and development, and as reserves for risk coverage. To achieve this, up to 3,500 blood donations are required daily. These are processed and screened for infectious diseases the very same night following the donation appointments, ensuring they are available to hospitals and medical practices by the next day.

Currently, approximately 1,200 employees work at the DRK-Blood Donor Service West. The organization conducts around 60 blood donation appointments daily – totaling over 15,000 donation events per year. With blood products derived from over 800,000 donations annually, the DRK-Blood Donor Service West ensures patient care in North Rhine-Westphalia, Rhineland-Palatinate, and the Saarland 24/7, 365 days a year, covering approximately 70 percent of the hospital demand in its service area.



## TOP 3 PROJECT SUCCESS FACTORS

+100%

Time and Location Flexibility for Training

+100%

Safety with Risk-Free Training in the Live System

-80%

Time and Cost Savings on Documentation Creation



## CUSTOMER FEEDBACK

*"Without datango, it would be impossible for us to implement the planned changes on schedule. Furthermore, the solution opens up immense learning opportunities – especially for occasional users in older age groups. With datango, we are now able to leverage the full potential of online training."*

Anna Mohlfeld, Project Management Inhouse Consulting



## CUSTOMER SHORT PROFILE



## CONTACT

# datango

Do you have any questions? You want to know more about this case or our products? We are here for you. Please feel free to contact us. Our team will answer all your questions! On our website you can also directly make an appointment for an online presentation.

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