



R.E.P.R.E.S.E.N.T.
RESOURCING REIMAGINED

Fixing critical data flows, removing manual effort, and helping Willen Hospice move from firefighting to forward planning.

WHAT WE'VE ACHIEVED

- ▶ Fixed data flow issues affecting confidence in decision-making.
- ▶ Saved over one week of FTE effort per month, with further time savings identified.
- ▶ Upskilled the Willen Hospice team, creating genuine confidence in the data they use.
- ▶ Identified significant revenue opportunities that had previously gone unnoticed.
- ▶ Optimised the technology stack to ensure the right tools were being used correctly.
- ▶ Created a stronger operational foundation for supporter engagement, recognition, reporting, and future planning.

“We’ve moved from firefighting to forward planning.”

Rachael Withe

Associate Director Brand & Engagement, Willen Hospice

THE CLIENT

Willen Hospice provides free expert care and support to improve the lives of local people coping with the devastating impact of a life-limiting illness.

With compassion and experience, their teams help patients who have complex symptoms or needs to have the best possible quality of life, for however long their life may be. They also offer practical and emotional support for patients’ loved ones.

It costs £11 million each year to provide the Hospice’s services, and only 12.7% is met by ongoing NHS funding. As a registered charity, Willen Hospice relies heavily on supporters to help raise £9.6 million every year.

For Willen Hospice, data is not just operational. It directly supports the way the Hospice cares for, recognises, thanks, and communicates with the supporters who make its work possible.



“Data isn’t just operational, it’s what helps us care for and thank the supporters who make our hospice care possible.”

THE CHALLENGE

Willen Hospice was at a critical point.

The team had data flow issues affecting confidence in the information being used to make decisions. Complexity was getting in the way of focus, and valuable team time was being absorbed by manual work, workarounds, and uncertainty.

For a hospice, this matters deeply. Accurate, reliable data is not simply about cleaner reporting. It affects supporter experience, fundraising insight, income opportunities, internal confidence, and the team's ability to make good decisions quickly.

The challenge was to create clarity without adding more complexity:

- ▶ **Fix the data flows that were undermining confidence.**
- ▶ **Reduce the manual effort sitting behind key processes.**
- ▶ **Help the team understand and trust the information in front of them.**
- ▶ **Identify hidden revenue opportunities within the data.**
- ▶ **Make better use of the existing technology stack.**
- ▶ **Build a foundation that would allow the team to plan ahead, not just react.**

"As a hospice, we simply cannot care without our supporters, so having accurate, reliable data is essential to ensuring every supporter receives the recognition and appreciation they deserve."

Rachael Withe

WHAT R.E.P.R.E.S.E.N.T IMPLEMENTED

R.E.P.R.E.S.E.N.T worked with Willen Hospice to simplify complexity through data flow fixes, automation-led process improvement, team upskilling, and technology optimisation.

This was not automation for automation's sake. It was about identifying where manual effort, disconnected systems, and unclear data flows were creating friction, then building a cleaner, more reliable way of working.

WHAT WAS DELIVERED:

- ▶ **Fixed and stabilised data flow issues that were undermining reporting and decision-making.**
- ▶ **Reviewed and improved repeatable manual processes.**
- ▶ **Removed over one week of FTE effort per month from the team's workload.**
- ▶ **Upskilled the team throughout the process, so confidence and knowledge stayed in-house.**
- ▶ **Reviewed and optimised the technology stack.**
- ▶ **Surfaced significant revenue opportunities from data that had previously been difficult to act on.**
- ▶ **Identified further process improvements expected to create additional time savings going forward.**

"We needed someone who could cut through jargon, simplify complexity, and help us focus on what really matters."

WHAT CHANGED OPERATIONALLY

Before: Willen Hospice was dealing with data flow issues, manual effort, and complexity that made it harder for the team to trust the information they were using.

After: the data flows were fixed, the team had been upskilled, and Willen Hospice had genuine confidence in its data.

That created a clear operational shift:

- ▶ **Less time spent firefighting.**
- ▶ **More confidence in reporting and decision-making.**
- ▶ **More than one week of FTE effort saved every month.**
- ▶ **Better visibility of supporter and revenue opportunities.**
- ▶ **Clearer use of technology.**
- ▶ **More internal capability to manage and improve processes over time.**

The result was not just a cleaner system. It was a calmer, clearer, more confident way of working.

“They brought a level of clarity and expertise, and had a cumulative impact that has been genuinely transformative for the team.”
Rachael Withe

THE BREAKTHROUGH: AUTOMATION THAT CREATED CONFIDENCE

The breakthrough was not simply that tasks became faster.

It was that automation and process improvement gave the team confidence in the information they were using, and created more space to focus on meaningful work.

For Willen Hospice, that means more than operational efficiency. It means the team can better understand supporter activity, identify opportunities, recognise contributions, and make decisions with greater certainty.

That is where the value compounds.

- ▶ **Better data creates better decisions.**
- ▶ **Better processes create more capacity.**
- ▶ **Better automation protects time for the work that matters most.**

WHY THIS WORKED

This worked because the focus was not just on tools. It was on clarity, context, and practical implementation.

This wasn't a generic technology review or a list of recommendations. It was hands-on, outcome-led work that helped the team fix immediate issues while building long-term capability.

The impact came from:

- ▶ **Simplifying complexity before automating anything.**
- ▶ **Fixing the data flows that mattered most.**
- ▶ **Upskilling the team as part of the process.**
- ▶ **Removing manual effort from repeatable work.**
- ▶ **Finding hidden value within the data.**
- ▶ **Making better use of existing technology.**
- ▶ **Building a roadmap for further time savings and process improvements.**

“Nothing has ever felt too much to ask. The team are consistently responsive, thoughtful, and adaptable as our needs have evolved.”

THE COMPOUNDING IMPACT

The immediate impact was practical: fixed data flows, reduced manual effort, and over one week of FTE time saved every month.

The wider impact was strategic.

Willen Hospice now has greater confidence in its data, better visibility of opportunities, and more capacity to plan ahead. The team has moved away from reactive firefighting and towards a stronger operational rhythm.

For a charity that needs to raise £9.6 million every year, that matters. Every improvement in clarity, efficiency, and accuracy helps protect the team's time and strengthens the supporter relationships that make hospice care possible.

“They’ve felt like an extension of our team at every stage, and we look forward to a continued partnership.”

WHO WOULD BENEFIT?

This is a fit if you're an organisation that:

- ▶ **Has complex data flows affecting confidence in decision-making.**
- ▶ **Relies on manual processes that are costing valuable team time.**
- ▶ **Wants to automate repeatable work without losing context or control.**
- ▶ **Needs better visibility across data, systems, reporting, and revenue opportunities.**
- ▶ **Wants to optimise its technology stack rather than keep adding more tools.**
- ▶ **Needs its team to feel confident using data, not overwhelmed by it.**
- ▶ **Wants practical implementation, not just recommendations.**

Rachael's advice to organisations considering working with R.E.P.R.E.S.E.N.T:

“If your organisation is looking to bring clarity to complexity and unlock the full value of your data, don't hesitate. They are true partners who deliver meaningful outcomes, not just recommendations.”

Rachael Withe

Associate Director Brand & Engagement, Willen Hospice

