

inTouch – Transforming Support Services With Automation

Situation

inTouch, a Victoria-based not-for-profit organization, is dedicated to supporting women experiencing family violence. Through advocacy, education and direct intervention, inTouch aims to create a future where every woman feels heard, supported and safe. However, the increasing demand for services and complex administrative processes posed significant challenges.

As a frontline service provider, inTouch relies on extensive documentation and data management across multiple systems, including government databases over which it has limited control. The manual execution of various tasks — such as referral processing, data entry and compliance reporting — diverted valuable staff time away from direct client support. With plans to expand nationally, inTouch recognized that these inefficiencies would only escalate, further straining resources.

To address this, inTouch sought a solution that would streamline operations, reduce manual workloads and help them respond swiftly to those in need. The answer? Intelligent automation.

Approach

Determined to improve efficiency while maintaining their high standards of care, inTouch implemented an advanced automation strategy powered by SS&C Blue Prism's robotic process automation (RPA) technology. They structured the initiative around three key components:

- **In-house expertise:** A skilled SS&C Blue Prism developer within inTouch who ensures automation aligns with their organizational needs.
- **Best-in-class technology:** SS&C Blue Prism, a leading intelligent automation platform, that enables intelligent automation across core processes.
- **Strategic partnership:** Automation CoE and a Process Automation Specialist responsible for managing IT infrastructure, security, development and quality assurance in a secure Microsoft Azure Cloud environment.

The first major process to be automated was referral management, a critical function where doctors, police and social service organizations refer vulnerable women for support. Previously, staff manually processed each referral, which delayed response times. Now, automation swiftly retrieves and organizes referrals, enabling staff to connect with clients faster and allocate more time to direct assistance.

Beyond referral management, inTouch has automated routine reporting and continues to identify new areas where automation can improve efficiency and impact.

Impact

The implementation of automation has been transformative for inTouch, delivering both strategic and operational benefits.

Strategic benefits:

- **Better donor confidence** – Donors see tangible value in their contributions with more funds directed toward frontline services instead of administrative overhead.
- **Seamless national expansion** – Automated processes enable inTouch to scale without the need for additional administrative resources, ensuring sustainability as demand grows.

Operational benefits:

- **Referral processing time reduced by 40%** – This significantly accelerates the organization's ability to respond to incoming cases.
- **45% of professional referral workload automated** – Nearly half of this referral type is now fully handled by automation, allowing more resources to be allocated to supporting women directly.
- **More time for direct support** – Automation significantly reduces time spent on repetitive tasks, allowing staff to focus on providing care and intervention.
- **Faster response times** – The automation of referral processing accelerates outreach efforts, ensuring that vulnerable women receive timely assistance.

Improved accuracy and compliance – Reducing human error in documentation and data entry enhances service quality and ensures regulatory compliance.



A Model for Non-Profits

By embracing automation, inTouch has not only optimized its operations but also reinforced its commitment to providing life-changing support. The successful collaboration with SS&C Blue Prism and Automation CoE demonstrates how non-profits can leverage intelligent automation to enhance efficiency, maximize impact and scale their mission-driven work.

For other non-profits facing similar challenges, inTouch's journey stands as a powerful example of how automation can empower organizations to do more with less — ensuring that every resource is channelled toward creating a safer, more supportive world for those in need.



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