



Supporting LooseHeadz' delivery of its global mental health mission with a transformed partner experience

LooseHeadz partnered with Capgemini to streamline its partner management process, freeing the team from admin tasks to focus on providing mental health support to rugby clubs around the world.

A mighty mission for mental health

LooseHeadz, rugby's mental health charity, is on a mission to save lives by placing a mental health lead at every rugby club around the world. Through this growing network of mental health champions, the organisation provides a toolkit of free resources designed to support the wellbeing of players, coaches, and fans.

With an ambitious new strategy spanning three pillars – connect, deliver, support – LooseHeadz needed to find new ways to manage its increasing number of partner clubs. Previously, all sign-up and management processes were done manually through forms and spreadsheets, taking up hours of person power that could have been better allocated elsewhere.

Client: LooseHeadz

Region: UK

Industry: Sport

Client Challenges:

With more than 1,200 rugby clubs in the global LooseHeadz network, the charity wanted an application to streamline partner management, replace inefficient manual processes, and enhance the partner experience.

Solution:

Capgemini collaborated with LooseHeadz to build a new platform that transformed partner engagement – providing a simplified sign-up process, centralised resources, and the ability for clubs to manage memberships themselves.

Benefits:

- More efficient club sign-up – removing manual processes
- Dedicated members' area for club self-management and engagement
- A future-ready, flexible platform that can be modified and built upon



The charity's existing website was also very much a shop first, with no dedicated members' area or capabilities for club self-management.

LooseHeadz partnered with Capgemini to develop this platform into an efficient space that drove better partner experiences and helped the organisation put its mission first. As a charity, it was critical to keep run costs as low as possible – including ongoing license and platform costs as well as application support and maintenance. Together, they chose WordPress to host the site, keeping costs low and providing easy management and development for the team long after Capgemini's support has ended.

Transforming a manual system into a member-first site

Throughout three months of development and three months of support, a small but nimble team of Capgemini experts worked closely with LooseHeadz to transform the existing processes and platform.

Where the sign-up system was once a basic form, it is now a comprehensive but still easy-to-use sign-up process that captures club name, proposed and/or approved club mental health lead, and club chair. From there, users can login to their unique members' area to edit all details, including address, and contact their mental health champion from inside the system.

On the previous site, there was no way for visitors to see which clubs were in the LooseHeadz network. Now the site includes an interactive, searchable, and up-to-date map that shows the growing expanse of clubs across the world. When a club changes location and edits its address on the system, the map automatically updates instead of LooseHeadz needing to undertake this manually.

Capgemini supported the organisation's effort to overhaul the navigation of the site and strengthen the content across its pages, situating its mission first on the landing page and moving the shop to its own menu.

A springboard for support in the UK and beyond

With a deeper pool of more useful data and a truly self-managed member experience, the LooseHeadz team has been untied from time-consuming admin tasks, freeing them to concentrate on reaching and supporting more people around the world.

The platform also allows them to track the progress of each partner club, strengthen engagement across the network, and make it easier for clubs to access the mental health resources they need – all in one place.

Plus, it provides a strong but flexible foundation on which to build and improve as LooseHeadz continues to grow on their mission to #TackleTheStigma.



From the start, the Capgemini team understood our challenges and knew exactly how to tackle them to bring our mission to life. It means a lot to have a global technology leader, who is aligned with our values, join us on our journey to make a real difference. With this transformed and more efficient platform, we're in a better place than ever to reach more people and, ultimately, save lives."

Rob Shotton
Co-founder of LooseHeadz

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