

WCBS

CLIENT

Health & Life
Sciences

INDUSTRY

Design · Develop

DELIVERED AS

• .NET MAUI

• Azure OpenAI

• Azure Cognitive Services

• Azure

DIGITAL & APP INNOVATION

First Digital creates a full digital experience for blood donors

Over five years, First Digital turned Western Cape Blood Services into Africa's first fully digital, end-to-end blood-donation ecosystem, a Microsoft-recognised, AI-powered platform that registers donors 60% faster and answers them around the clock.

01

THE CHALLENGE

Blood services run on trust, timing and traceability, and Western Cape Blood Services (WCBS) was trying to deliver all three on processes that were still largely paper-based and manual. Donor journeys were fragmented, data was captured by hand with little traceability, there was no single digital way to engage donors, and the legacy systems underneath simply could not scale to meet the moment. WCBS needed more than IT support. It needed a partner who could keep a mission-critical environment running flawlessly while reinventing the entire donor experience on cloud and AI.

02

THE APPROACH

We have walked alongside WCBS for more than five years, building their transformation on the Microsoft stack from the ground up. The centrepiece is the Donor Digital Experience, Africa's first fully digital, end-to-end blood-donation journey: online registration and profiles, pre-donation health questionnaires completed on a phone, real-time booking, digital consent, and cloud data management with full audit trails, all running on Azure. We put an AI chatbot, HemoLink, built on Azure Cognitive Services, in front of donors so they get accurate answers, appointment help and screening guidance 24/7 across web and mobile. We used Azure OpenAI to generate training content and onboarding material, rebuilt the donor mobile app off Ionic and onto .NET MAUI for native performance on iOS and Android, and ran the whole Azure estate, tuning, cost, security and DevOps pipelines, so it stays fast, compliant and ready to scale.

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03 THE OUTCOME

WCBS now runs the first fully digital donor experience on the continent, and it shows. Donor registration is 60% faster, manual processes are down by more than 40%, and AI-generated training content takes over 60% less time to produce. HemoLink answers donors around the clock, paperwork has given way to real-time, fully auditable records, and the Azure foundation keeps it all up, balanced and scaling on demand. Microsoft has recognised the work globally as a model for how healthcare in emerging markets can leapfrog legacy constraints, but the real measure is simpler: WCBS spends less time on admin and more time getting blood to the people who need it.

04 RESULTS

- ✓ 1st — Fully digital blood-donation ecosystem in Africa
- ✓ 60% — Faster donor registration
- ✓ 40%+ — Fewer manual processes
- ✓ 60%+ — Less time to create training content

"This innovation has redefined donor engagement. It's not just digital, it's intelligent, efficient, and donor-first."

PROJECT LEAD, FIRST TECHNOLOGY

05 SUMMARY & BENEFITS

- ✓ Africa's first fully digital, end-to-end blood-donation ecosystem, built on Microsoft Azure.
- ✓ HemoLink, an Azure AI chatbot, gives donors 24/7 answers, appointment help and screening guidance.
- ✓ Azure OpenAI-generated training content, and a mobile app rebuilt from Ionic onto .NET MAUI.
- ✓ 60% faster registration, 40%+ fewer manual processes, full traceability, and global recognition from Microsoft.

Want a result like this?

Talk to us about your own challenge — info@firsttech.digital or +27 10 501 0800.

[Let's Talk →](#)