New Red Cross app to optimise services

ABIDJAN, Ivory Coast – The Red Cross Society of Côte d'Ivoire (RCSCI), has announced the official launch of its new RCSCI mobile app, created with Connectik, after their resounding successes with the Kenya Red Cross Society and South Africa Red Cross Society apps.



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Connectik, a company that develops mobile applications and digital services for enterprise and large member organisations, also assists governments in the development of their digital policy by creating strong digital ecosystems allowing to strengthen countries' key sectors.

The RCSCI app offers users a variety of features, including membership access to RCSCI services and benefits and volunteer opportunities in local projects. There are emergency up to the minute alerts both nationally and locally, as well as information on blood donation, such as locations of donation centres. Users can make donations, register for training courses and events, get access to RCSCI news and also purchase Red Cross equipment through the app's marketplace.

As an end-to-end solution, the app will spread awareness about RCSCI's mission and current activities, provide resource mobilisation opportunities to increase its membership and volunteer base as well as tools to improve community engagement.

"We are thrilled with the launch of our new app, and the opportunity to provide aid to those in need and improve

humanitarian efforts throughout the region," said Emmanuel Kouadio, secretary general of the Red Cross Society of Côte d'Ivoire.

"Following our success in helping the South African and Kenyan Red Cross Societies launch their mobile applications, we are very honored to partner with the Red Cross Society of Côte d'Ivoire and help them make a real difference in how they can leverage their services to better support citizens across the country," said Hachim Badji, CEO of Connectik.

"We take great pride in our ability to help large member organisations such as the Red Cross improve communications and coordination in order to rapidly deploy when and where needed in times of emergency."

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