



RELEVATE

LIFT | RAISE | LIGHTEN



Case Study

LYQ-CRM | Inventory | Sign |
Books | Creator

THE CHALLENGE

Lutheran Youth of Queensland (LYQ), the youth arm of the Lutheran Church of Australia (Queensland District), delivers school workshops and residential holiday camps to develop young leaders and foster community. They engaged a Zoho One specialist to streamline operations, replace legacy systems, and unify their digital infrastructure. LYQ had three outdated websites on separate platforms, creating usability and security risks. They needed to consolidate these, unify branding, and ensure long-term maintainability. Their on-premise event system (LYMIS) also posed compliance and security concerns due to VPN access. Additionally, LYQ saw opportunities in Zoho CRM to automate tasks, reduce employee time costs, and improve operational data and analytics.

THE SOLUTION

Relevate began by urgently fixing website issues, then migrated LYQ's sites to secure, Sydney-based servers. They consolidated three outdated websites into one modern, branded, and scalable platform, with a new customer portal for easy user access and data management. At the same time, Relevate built a comprehensive Zoho system using CRM, Creator, Backstage, Mail, Books, and Marketing Automation.

LYQ's digital transformation with Zoho One is powered by Relevate's expert, empathetic, and genuinely hands-on partnership.

-Darren Pope | Executive Director

Zoho CRM became the central hub, integrated with the website and used to manage data, email templates, SMS event notifications, and group invoicing for family camps.

Using Zoho Creator, Relevate also developed a leadership portal for managing onboarding, ID cards, expressions of interest, and event registrations. Backstage enabled seamless event management, including badge printing, while Marketing Automation powered email campaigns. Zoho Books handled invoicing, with Xero integration to support finance workflows. The result: a unified, cloud-based ecosystem that supports LYQ's operations, empowers users, and sets the foundation for scalable growth.

THE OUTCOME

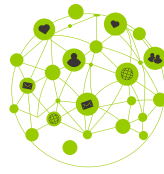
LYQ now runs on a secure, centralised digital system that improves both internal efficiency and user experience. Website consolidation streamlined content management and cut maintenance costs, while automation reduced manual work and improved data visibility. With ongoing support from Relevate, LYQ is well-positioned for sustainable growth and remains highly satisfied with the results.



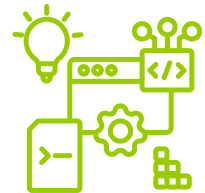
Customised CRM



User Training



Email Integration



Business Workflow Automations

This project demonstrates how Relevate helped LYQ unify their digital infrastructure and streamline operations for long term growth by consolidating websites, enhancing security, and implementing a custom Zoho solution that automates processes and improves data visibility across the organisation. Relevate reached the successful end of the project and delivered a smooth and impactful launch.



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