



Technology that makes a difference

SARRC uses Salesforce to improve their intake process, research collection and analysis

OVERVIEW

Established in 1997, the Southwest Autism Research & Resource Center (SARRC) is an internationally recognized nonprofit that conducts innovative research, provides evidence-based practices, disseminates effective training and builds inclusive communities for individuals with autism and their families.

SARRC recently partnered with MST Solutions to implement a foundational platform that provides a streamlined intake process for its members and allows greater efficiency from its business users. The solution uses a combination of Salesforce Sales Cloud, Community Cloud, and the Nonprofit Success Pack to create holistic view of every constituent and serve as the organizations primary system of engagement.

Challenge

Although SARRC had already started using Salesforce, they were having to do a lot of manual work to input data and extract data from separate systems. Their existing database was time consuming to use and made it difficult to see a complete view of the individuals and families they serve. In addition, a lack of options to submit critical information online led to an abundance of paper-based forms and overreliance on human data entry.

CHALLENGE

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To overcome these obstacles and achieve their business goals, SARRC needed a certified consultant that could help them leverage the full potential of the Salesforce Platform.

KEY OUTCOMES

- Increased Data Accuracy
- Elimination of Manual Processes
- Increased Employee Productivity
- Enhanced Service Quality

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Client Name
Client Position/Title



Solution

SARRC worked with MST Solutions to customize the Salesforce Sales Cloud and Community Cloud products to meet their unique needs. The solution incorporates existing Salesforce data but also make it possible to request specific information from members in a much more streamlined way. Simplified data collection makes it easy to collect and load data into the CRM, creating a consolidated view for business users to access higher quality data. Reports and dashboards were designed exclusively around the organizations objectives to make information about members, partners and families transparent and readily available.

KEY TECHNOLOGIES USED

- Sales Cloud
- Community Cloud
- Nonprofit Success Pack

Results

By using MST Solutions and Salesforce, SARRC was able to find the right technology resources and tools for their organization. The implementation has helped SARRC streamline its processes, manage and track engagement more effectively, and ensure significant improvement in operational efficiency. Web-to-lead functionality and redesigned electronic forms have replaced manual data entry and paper-based forms, freeing up time to focus on more important activities. Individuals and families now have an easier process to engage with the organization and can go online to submit inquiries about services. Reports that used to take hours to days to compile now take minutes. And, the scalable cloud-based solution helps with keeping data accurate, organized and easy to manage from anywhere and anytime.