

case study -

Scaling for success: How Resolute helped BIH build its single source of truth with Salesforce

Salesforce

NPSP

Company

Bulgarian Innovation Hub

Customer since

2023

Goals

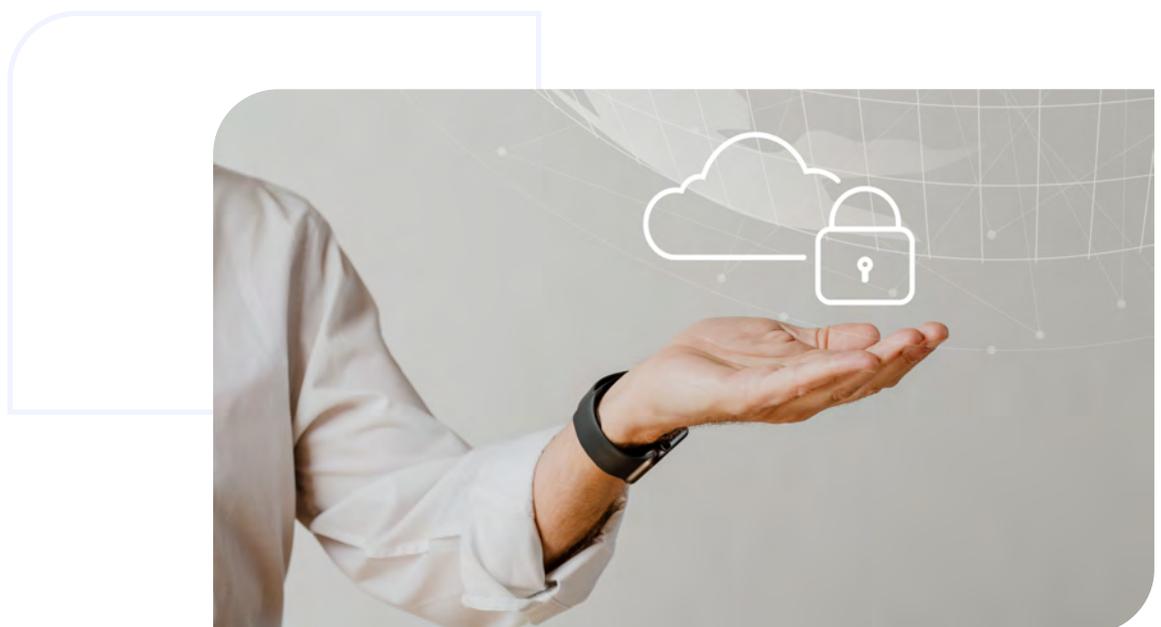
- ✓ Overcome the challenge of storing information in different locations
- ✓ Improve constituent management, donor management, reporting and analytics, marketing and communications, and streamline operations
- ✓ Ensure user adoption via proper training and onboarding
- ✓ Integrate Salesforce with existing used applications

The client

Bulgaria Innovation Hub (“BIH”) is an NGO fostering knowledge exchange and cross-cultural collaboration between the entrepreneurial communities in the US and Bulgaria to drive innovation, growth, and human development, helping Bulgarian technology startups become competitive global leaders.

With the rapid expansion of BIH’s portfolio and market presence, the need to find a single place to store all data got bigger.

Until this point, the NGO kept a record of everything, but the information was stored in different locations. This was a challenge for all activities, such as donor management, reporting, coordinating marketing efforts, and campaign planning.

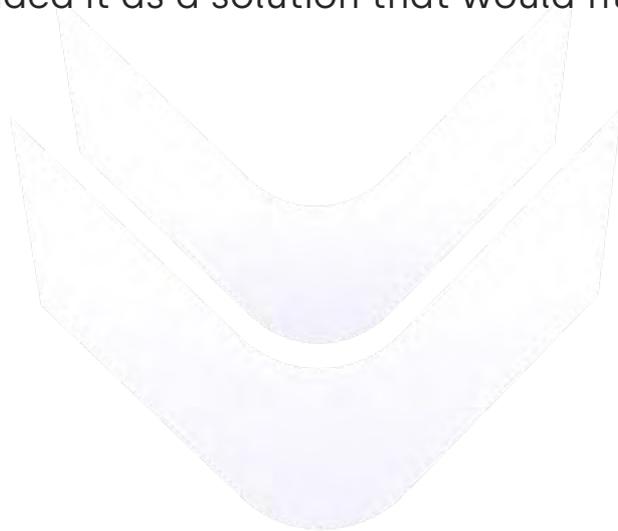


the challenge -

A solution that fits all needs

After evaluating the current processes and systems BIH works with, Resolute suggested implementing the customer relationship management platform - Salesforce.

It has a special non-profit success pack (NPSP), and Resolute recommended it as a solution that would fit all of BIH's needs.



“The solution is suitable for BIH as it helps in several different aspects of the business - data migration, customization, user adoption, integrating existing systems, and cost control.”

— Veselka Ilieva, Salesforce Consulting Manager

the challenge –

Requirements and goals

One of the key BIH requirements in the implementation process was for the solution to be integrated with the existing systems.

The ability to customize the Salesforce solution was also very important because of BIH's unique mission and goals.

Key features of Salesforce NPSP

- ✓ Constituent Relationship Management
- ✓ Fundraising and Donor Management
- ✓ Engagement and Communications
- ✓ Program Management
- ✓ Reporting and Analytics
- ✓ Integration and Customization

Addressing the unique needs

Thanks to the customization options Salesforce NPSP provides, BIH can streamline operations, improve constituent relationships, and enhance fundraising efforts.



the solution -

Building a live system that empowers BIH's growth

Using Salesforce NPSP, the Resolute team ensured that all data was accurately and completely transferred to the new system and that any data inconsistencies were resolved before the migration.

As user adoption can also be a big challenge that defines whether a system is used correctly, Resolute's team ensured all key stakeholders at BIH received the needed training and documentation to make the most out of the solution.



"Our goal from the start was to build a live system that empowers BIH's growth. That said - if you want a live system - you need to provide the necessary training to the end users."

— Veselka Ilieva, Salesforce Consulting Manager

the solution –

For every non-profit, having the technical expertise and budget for implementing complex software solutions is a real struggle.

As a Salesforce partner since 2020 - at Resolute, we have experience implementing and supporting complex Salesforce solutions within different organizations; hence we were able to support BIH in this new journey.

The implementation will allow BIH to scale its operations smoothly and manage its process more easily. With the introduction of the system, BIH will have a single source of information about all its business processes and make reporting easier.

“Working with Vesi from Resolute Software on implementing Salesforce NPSP for Bulgaria Innovation Hub (BIH) has been a game-changer. Her expertise and dedication during the four-month implementation were exceptional. Thanks to Vesi, we now have improved donor management, data-driven decision-making, and streamlined operations. Her exceptional communication skills and understanding of our needs made the process seamless.

NPSP has become invaluable for our non-profit, and we're grateful to our partners at Resolute Software for the support, and for Vesi's expertise and dedication to the project and BIH's long term success.”

— Pavlina Yanakieva, CEO of BIH

One single source of truth

With the implementation of Salesforce, Bulgaria Innovation Hub can rely on a single source of truth that allows the management to make data-driven decisions and easy access to data to make reporting to different stakeholders faster and easier.

Management of constituents and donors, improved visibility and decision-making based on data, streamlined operations, enhanced communication, and increased accessibility are among the biggest benefits of implementing Salesforce's NGO solution.



"We aim to help Bulgaria Innovation Hub reach the next step in its development and support the organization in helping entrepreneurs from SEE expand to global markets and explore their full potential. Having this single source of information will make it easier to communicate with all stakeholders and manage their data."

— Veselka Ilieva, Salesforce Consulting Manager

Let's talk about your technology requirements.

Get in touch

USA

MA 01701, Framingham,
945 Concord St,

+1-617 386-9697

Deloitte.

Company to
watch | Tech
Fast 50



Business
Professional
Services

Clutch ★★★★★

People First
Company Award
2020 | 2021 | 2022

