

Little Things for Tiny Tots provides new and pre-loved essential baby items to Western Australian families in need. They create New Baby Boxes filled with 'little things' that assist Families to care for their newborn, such as nappies, wipes, clothing, blankets and books.

Project length 11 weeks

Completion date February 2023

“

I have loved working with Blaze Your Trail to implement the agency ordering component of Salesforce. Blaze Your Trail have been INCREDIBLY patient and generous with their time, knowledge and problem solving.

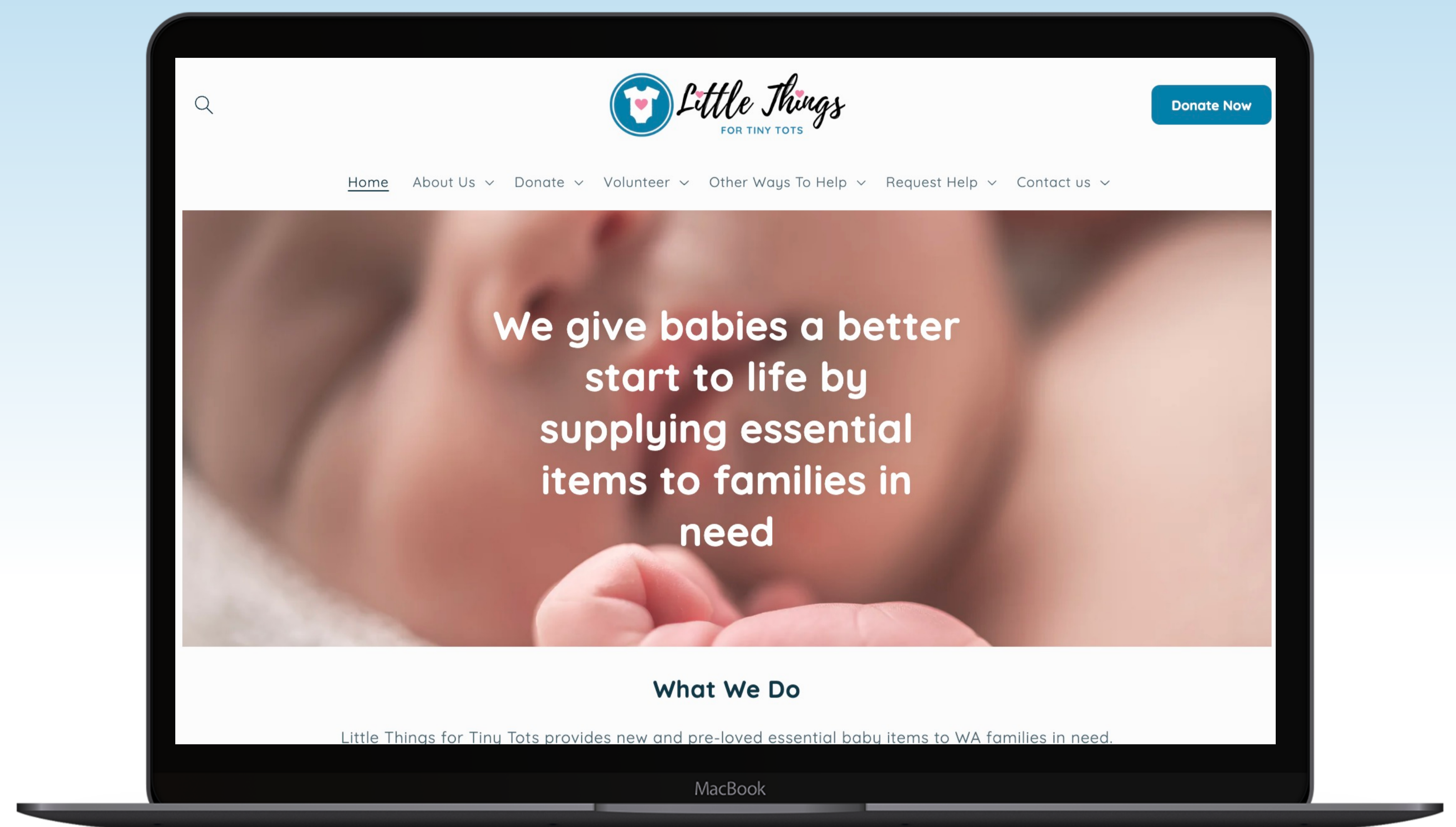
Lori Jacobson

Operations Manager
Little Things for Tiny Tots



Deepa Subbian

Salesforce Consultant
Blaze Your Trail
+61 405 272 112
deepa@blazeyourtrail.org



Challenge

The volunteer-powered team's system of managing orders for families was very manual. They received orders by phone and email (with several volunteers sharing the same Gmail inbox), they fulfilled orders and it was then a full three months before order information was recorded in spreadsheets. In addition, impact reporting occurred through the complicated collation of data in spreadsheets.

The end result was that reporting was outdated and valuable contact information was either buried in emails or held in spreadsheets.

Solution

Blaze Your Trail helped the team access the free nonprofit version of G-Suite (available through Connecting Up) and established all of the Domain Name Service (DNS) and security requirements for a new Shopify website.

Gmail integration was set up in Salesforce and Einstein Activity Capture was enabled, allowing smooth synchronisation of Salesforce and Google Calendars and the logging of emails.

The team is now able to create Leads, Contacts, Cases and Accounts from within their email inboxes.

A custom order form, hosted on the Little Things for Tiny Tots website, creates Cases in Salesforce and takes full advantage of Service Cloud Case Management features.

Benefits

Ease of use for volunteers

There is now one View for each 'customer' or family supported.

Automations, such as the code that calculates savings from landfill and the value of goods for every order, reduces time spent on administration and reporting.

All data now exists in one system – web forms, email integration, order forms – and this saves time, increases efficiency and leaves more time for what matters most; helping families in need.

Ability to secure support

The new systems enable the team to efficiently record, understand and communicate the true value of their impact. They also have a much clearer understanding of who uses the service, which is especially important for writing grant applications and tracking agency orders.