



# Sales Cloud Salesforce Implementation for leading charity



## The challenge

Virgin Unite recognised the benefits that could be achieved by moving from storing data across countries in an unstructured way to having one powerful repository which multiple business units could access.

With differing business functions interacting with a shared community of stakeholders the benefits of being able to cross fertilise data were clear.

They therefore sought a customer relationship management system that would enable them to manage effectively their relationships with donors, grant recipients and event contributors.

## The solution

**makepositive** worked closely with Virgin Unite to implement a Salesforce-based solution to ensure their exact requirements were met.

This required significant customisation in a way that still allowed for future flexibility, the solution required in particular:

- Donor/Donation Management
- Agresso Integration
- Social Media
- Grant/Charity Management
- Event Management

## The results

**makepositive** successfully rolled out Salesforce Sales Cloud at Virgin Unite. With users quickly adopting the system, Virgin Unite are realising the benefits not only in terms of the reduced time spent administrating information but also through the value added by having a shared 360 degree view of their stakeholders accessible from across the organisation.

Time and money is being saved by automating processes which were previously manual.