

# How Everyday Miracles Centralized Client Communications in Salesforce

Powered by Cloud Maven, Inc Secure Email

**ZERO**

## Manual Email Tracking

Email activity captured automatically in Salesforce

**Real-Time**

## Email Delivery Visibility

Instant status, bounce, and error feedback

**Unified**

## Communication History

Centralized record accessible across the team

## CLIENT & PROCESS CONTEXT

Everyday Miracles is a nonprofit organization dedicated to improving birth outcomes and reducing health disparities by providing evidence-based education, compassionate support, and resources to birthing families. Their team manages many client communications and outreach programs requiring significant coordination as well as documentation.

Since all healthcare organizations are required to adhere to numerous regulations and have the obligation to document and track client communications, this is important in maintaining both effective operations and regulatory compliance. For a nonprofit with limited resources, enhancing communication workflows allows staff to use their time more effectively while strengthening the organization's compliance posture.

## THE BUSINESS CHALLENGE

The communication at Everyday Miracles involves employees using manual processes for monitoring and tracking their respective communications with clients, which led to operational issues and transparency gaps. Employees were using their email inboxes and sticky notes to keep track of their individual communications outside Salesforce.

Due to this lack of centralization, when employees leave work due to unavailability/out-of-office or changes in role assignments, it negatively impacted the ongoing client communication. There did not exist a centralized system where employee communications could be monitored in real-time.

Some of the main problems faced by Everyday Miracles include:

- Tracking of all email correspondence manually via the use of personal inboxes and sticky notes.
- Inability to determine if emails were delivered correctly to clients.
- No way to monitor hard bounces, soft bounces, or delivery errors.
- Difficult managing client outreach when employees are unavailable.
- Unable to identify which employee is responsible for a particular piece of correspondence.
- Limited documentation for regulatory purposes related to health communication.
- Time spent on tracking manual records as opposed to providing care to clients.

## WHY CHANGE WAS NEEDED

- 1 Manual Tracking**  
Emails tracked through inboxes and notes
- 2 Limited Delivery Visibility**  
Teams could not confirm email delivery
- 3 Scattered History**  
Client interactions lacked centralized records
- 4 Unclear Team Accountability**  
Communication ownership was difficult to identify
- 5 Continuity Gaps**  
Staff absence disrupted ongoing client outreach

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## THE CLOUD MAVEN, INC SOLUTION

Everyday Miracles implemented Cloud Maven, Inc's Secure Email solution that is integrated into Salesforce to automate the entire email communication workflow.

### CORE CAPABILITIES

Automated tracking of emails as well as real time confirmation regarding delivery status were made available by the system. It also maintained a record of all client correspondence via a comprehensive audit trail. Email tracking became automatic rather than manual, eliminating the need for sticky notes and disconnected personal email systems.

What was once a non-unified process requiring manual tracking has now become a single source system. The solution enabled the team to receive instant notifications when the recipient opens or views their email. The entire communication history and outcomes can be viewed by anyone on the team within Salesforce.

### IMPLEMENTATION APPROACH

Cloud Maven, Inc collaborated with Everyday Miracles to implement the Secure Email solution within their existing Salesforce Environment. This was an effort to allow for a minimum disruption to their day-to-day operations and provide them with the ability to immediately begin adopting automated tracking.

The team received immediate access to all-inclusive team informatics and automated email management capabilities, allowing staff to focus on client care rather than administrative tracking.

*"Secure Email has saved us in terms of productivity and the amount of things we can track now that are automatic, as well as the immediate feedback from sending emails."*

- Sara Hildreth, Everyday Miracles

## BUSINESS RESULTS

Secure Email completely changed how Everyday Miracles was able to handle all client communications from a disconnected, manual way into a fully automated workflow with total visibility and compliance documentation.

### No Manual Tracking

for routine email monitoring

- Staff spent more time on client care instead of administrative tracking.
- Client communication remained continuous during staff absences or role changes.

### Instant Feedback

on email delivery status and errors

- HIPAA-compliant email communication strengthened privacy and compliance.
- Centralized communication records improved team visibility and accountability.

### Centralized History

accessible across the entire team

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