United States Military Academy at West Point – Summer Leaders Experience

Moving to a near-paperless recruiting and attendee management system

COMPANY OVERVIEW

The United States Military Academy at West Point (USMA) is a well known institution with a mission "To educate, train, and inspire the Corps of Cadets so that each graduate is a commissioned leader of character committed to the values of Duty, Honor, Country and prepared for a career of professional excellence and service to the Nation as an officer in the United States Army." HigherEchelon's objective was to enhance and automate multiple processes related to the Academy's summer leader experience (SLE) program administration through the implementation of Salesforce Service Cloud, Government Cloud, Communities, and Marketing Cloud.

COMPANY PROFILE

LOCATION West Point, NY

EMPLOYEES 6000

INDUSTRY Higher Education

COMPETITOR In-house systems, paper

SOLUTION(S) Community Cloud, Service Cloud

GO LIVE DATE: 02/22/2018

CHALLENGE SOLUTION RESULTS

- The SLE registration process was a highly manual, paper-based process for the selection, registration, and ongoing management of participant information.
- Capabilities to automate or manage communication, or collaborate with participants did not exist.
- Payment for the SLE program was submitted via a mailed check or money order.
- There are typically between 4,500 and 5,000 applicants for 1,100 positions.

- Leverage Salesforce Community Cloud and Service Cloud, within the Government Cloud, to implement an SLE participant solution that is nearly paperless.
- Provide online registration and supporting documentation upload capability through the use of person accounts, custom objects and creation of a customer community.
- Enable AppExchange App "S-Docs" to electronically capture and transmit critical information via PDF
- Leverage Chatter capabilities within Community to securely pass documents between participants and USMA personnel.
- Enable AppExchange App "Chargent" capability for direct online payment and integrating USMA with online payment gateway provider, PayPal.
- Implement FAQ capabilities within Community for participants.
- Implement Cases to track and resolve participant issues.

- An online portal with automated processes capable of supporting 6,000 applicants and 1,100 participants while significantly streamlining the existing paper-based process.
- Automated provisioning of the participant to the online community.
- Online payment capabilities via "Chargent" replacing the previous check / money order payment method.
- A trackable feedback loop allowing USMA personnel to quantify common issues for feature enhancements.
- Electronic capture and maintenance of critical documents via "S-Docs".
- Automated email communications with participants.
- Online community for USMA personnel to post FAQs.



More Detailed Info and Quantitative Results



[Color Commentary and Notes About Details of Deal or Implementation]

NOTES

• Prior to the advent of this solution, USMA was creating a manual manila folder for each participants. Each folder could have up to 30 pieces of paper in them, and there were 1100 participants.

QUANTITATIVE RESULTS

- 1,100 users deployed on Community Cloud.
- Eliminated the generation of 5,500 paper forms per year.
- Saved \$1,650 in annual postage costs to participants.
- Generated an average annual savings of \$3,300 in money order expenses to participants.
- 50% reduction in processing time for participant application by USMA personnel.
- 60% reduction in processing time for participant Medical Questionnaire and Power or Attorney forms by USMA personnel.
- 300+ Cases generated and resolved since go-live.
- 99.6% reduction in Case resolution timing vs. previous paper-based system.
- Generated 24 hrs. in labor cost savings to USMA.
- Eliminated historical paper file storage need of 1 file box per year for 6 years.





Solution Detail



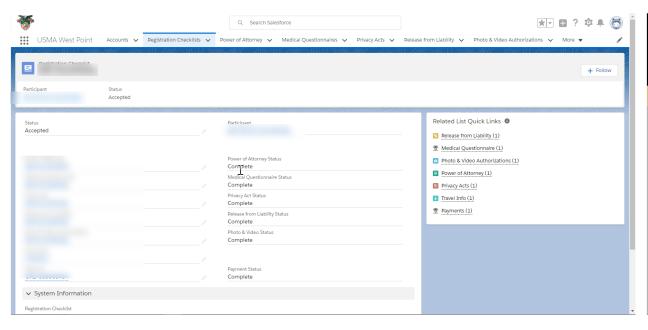
MORE DETAILS	
Competitors of Salesforce engaged in sales cycle:	No competitor identified
Previous technology replaced by Salesforce:	Paper-based system, payments collected via money orders
Salesforce products deployed:	Service Cloud, Community Cloud, Marketing Cloud
Customer Business Model (B2B, B2C, or Both)	B2C
Salesforce Product features:	Service Cloud: Case Management, B to C Community Cloud: Customer Community – Self Service (B to C), Lightning Community Deployment, Customer Community – User Group/Advisory Council, Chatter (process collaboration) Platform: Custom App Dev (Lightning and Javascript, Reporting against custom data)
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	Allow community members to complete their program registration checklist, submit forms using Chatter, add credit cards and process their registration payments, submit questions as Cases and review FAQs
Integrations:	Home-grown, SQL-based Academy Management System
AppExchange Apps/Partners	S-Docs, Chargent
Solution 'Go Live' date:	02/22/2018





Screenshots of app





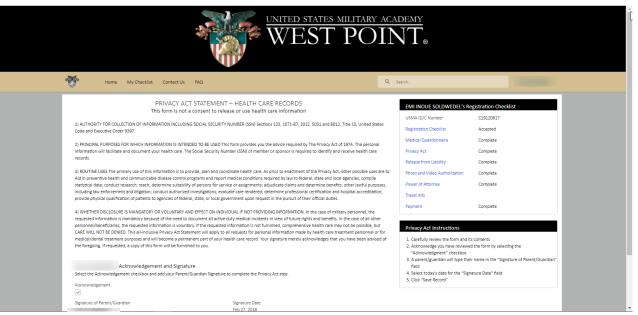


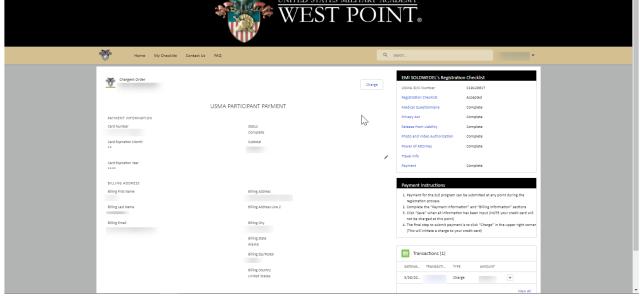




Screenshots of app











Screenshots of app



SCREENSHOT / DEMO

•A full demonstration video can be viewed using the below link:

https://www.useloom.com/share/6c2d9315e0c1407b905c648d5a19461a





Sharing Guidelines



These questions are required in order for your story submission to be accepted. Please answer these questions to the best of your ability.

We will not contact the customer without reaching out to you first.

SHARING USE CASE/SCENARIO:	
Can Salesforce AEs share this story and overview slide in sales settings?	Υ
Can Salesforce AEs mention the customer name in sales settings?	Υ
Is this customer willing to act as a reference customer for prospects?	
Would the customer be willing to speak at Dreamforce or other events?	N

PARTNER INFORMATION	
Name of reference approver:	Tim Pash
Title of reference approver:	SVP Salesforce and IT Services
Email of reference approver:	Tim.pash@higherechelon.com