




Case Study: Customer Account Name: LGBT Ireland

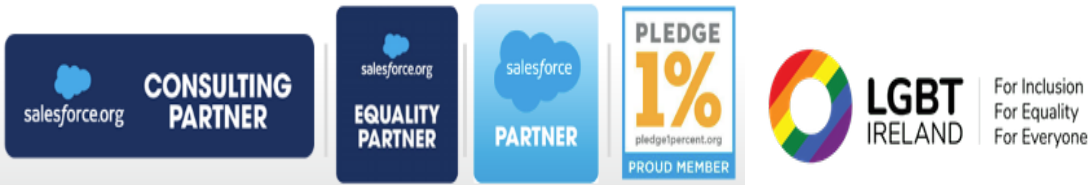
1. **Project Name:** Automation and streamline Data Flow between external users and Internal Staff
2. **Products:** Not for Profit Cloud, Community Cloud, Gsuite Integration
3. **Industry:** Salesforce.org – Not for profit → Non Profit Cloud, Experience Cloud
4. **Sector:** Nonprofit
5. **Engagement Type:** Advisory Services, Implementation, Support and Training
6. **Managed Services Specializations:** Advisory Services, Support, Training, Implementation with integrations
7. **Number of Users:** 50-100 users
8. **Go Live Date:** 15/01/2022

	<p>LGBT Ireland: LGBT Ireland is a national charitable organisation underpinned by localised knowledge and responses. Together with LGBT network members, LGBT Ireland provide support, training, and advocacy which aims to improve the lives of LGBTI+ people across Ireland.</p> <p>LGBT Ireland provide the National LGBT Helpline and Online Chat Service, seven days a week. In collaboration with Transgender Equality Network Ireland (TENI) we provide the Transgender Family Support Line twice per week and offer six monthly peer support groups supported by a small staff team and 65+ incredible volunteers nationwide.</p>
<p>Nature of Contract</p>	<p>Public (Not for Profit)</p>
<p>Dates and Duration of the Contract</p>	<p>01/08/2021 – 15/01/2022</p>
<p>Contact Name and Reference Details</p>	<p>Steven O’Riordan</p>
<p>Project Description</p>	<p>Automation of data flow, Integration of seamless data feeds with external users, facilitators and Internal staff.</p>

9. **Services Provided:** LGBT Ireland have been using Salesforce CRM for over 10 years and their key operations and functions within the system were configured using standard CRM template. The NPSP template for Not for Profits was not fully utilised.

TechStorm analysed business process and requirements to automate and streamline the business process as much possible to ensure LBG T Ireland staff, volunteers and public members see the benefit. We have identified key gaps in terms of manual processes used to capture sign-up of the shifts, sign-up forms for public members, access to volunteers to track the shifts and schedule, Gsuite Integration

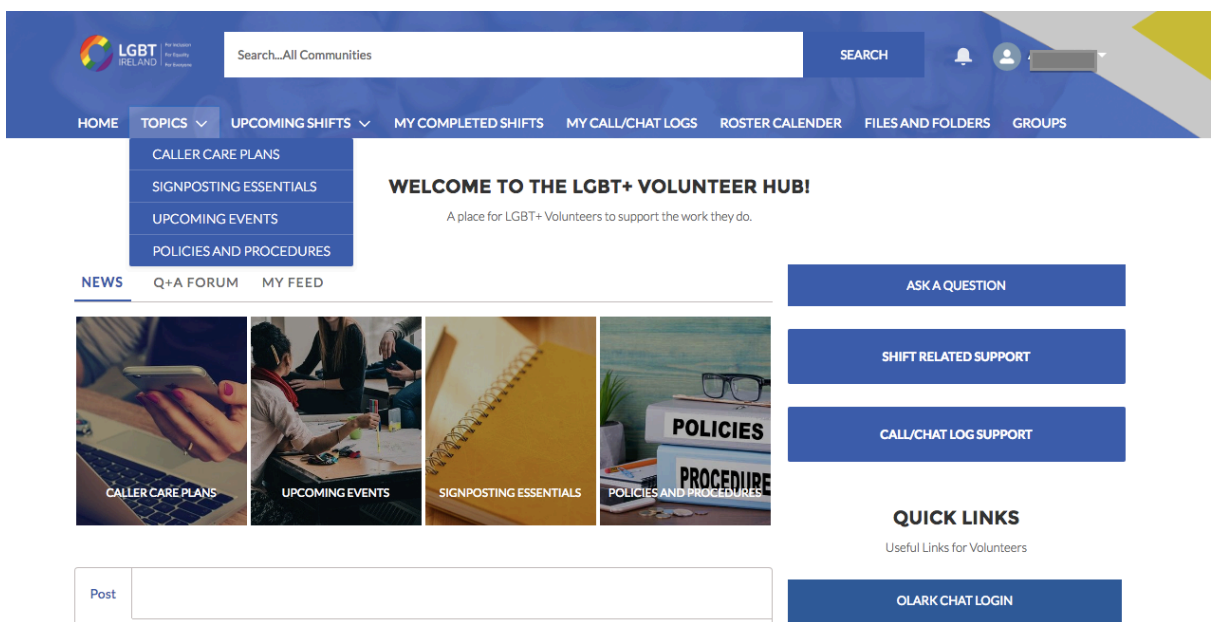
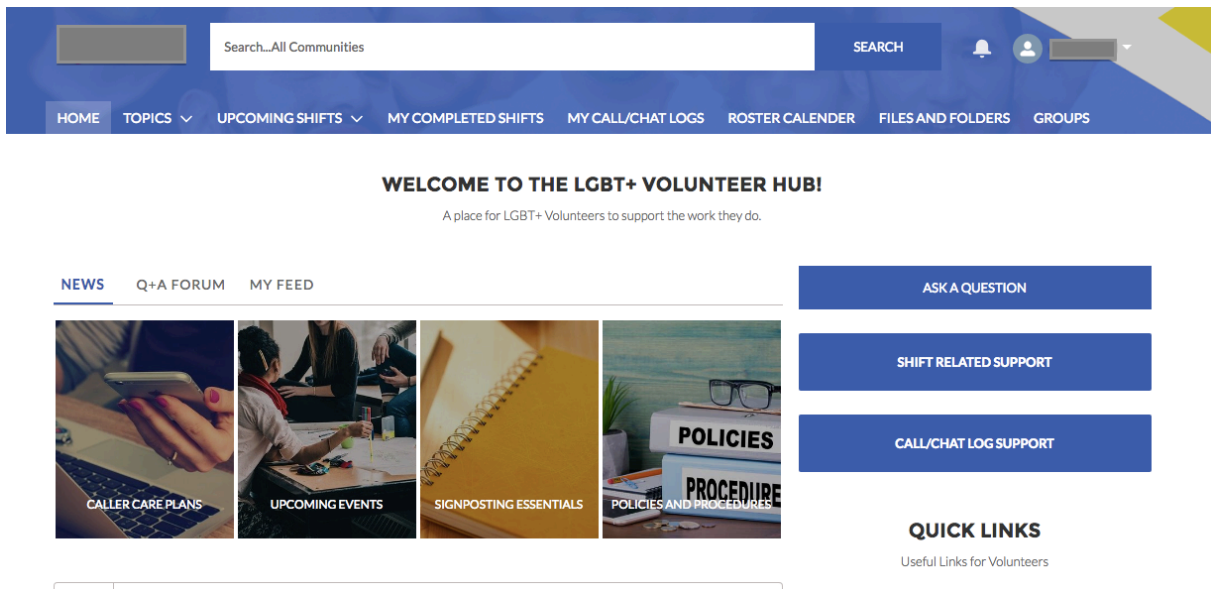
TechStorm team provided solutions to address the gaps mentioned above.



- a) Enable public members to register online from website and sign-up for the program seamlessly
- b) Provide volunteers online access using experience cloud to register/enrol for shift and register the slots for the programmes using online dynamic roster calendar
- c) Customization of Experience Cloud and Non profit cloud using standard features and customized solution for ease of use and user adoption
- d) GSuite integration.

Some of the features implemented by TechStorm have been mentioned below with screenshot of the feature.

LGBT Experience Cloud Landing Page and various features implemented for LGBT including dynamic roster calendar access to volunteers for sign-up of slots





WELCOME TO THE LGBT+ VOLUNTEER HUB!

A place for LGBT+ Volunteers to support the work they do.

NEWS **Q+A FORUM** MY FEED

Sort by:
Top Questions ▾



ASK A QUESTION

SHIFT RELATED SUPPORT

CALL/CHAT LOG SUPPORT

Nothing to see here
This view doesn't have any content. Try another filter, and see what pops up.

Post

Sort by:

QUICK LINKS

Useful Links for Volunteers

OLARK CHAT LOGIN

Volunteer Directory

LGBT Helpline Files

2 Items • Sorted by Last Activity



Transgender Support Files



LGBT Helpline Files

Files Libraries

2 Items • Sorted by Last Activity

Owned by Me	Name ↑	Last Activity	
Shared with Me	Transgender Support Files	11/01/2022 10:37	▾
Recent	LGBT Helpline Files	11/01/2022 10:37	▾
Following			



LGBT Members(Public users) access to services for sign-up and registration – seamless data flow submitted by user to SF.

LGBT Ireland

1 Please select the type of Sign-up that you would like to do

Volunteering
 Peer Support
 Telefrindng Referral
 Champions Training Programme
 LGBT+ Training
 Contact us

2 Please select the type of the Peer Support Group that you would like to Sign-Up for

Select an Option

- First Out for Gay/BI Men
- First Out for LGBTI+ Women
- LGBTI+ Recovery Group

LGBT Volunteers Roster Calendar with dynamic updates in Salesforce

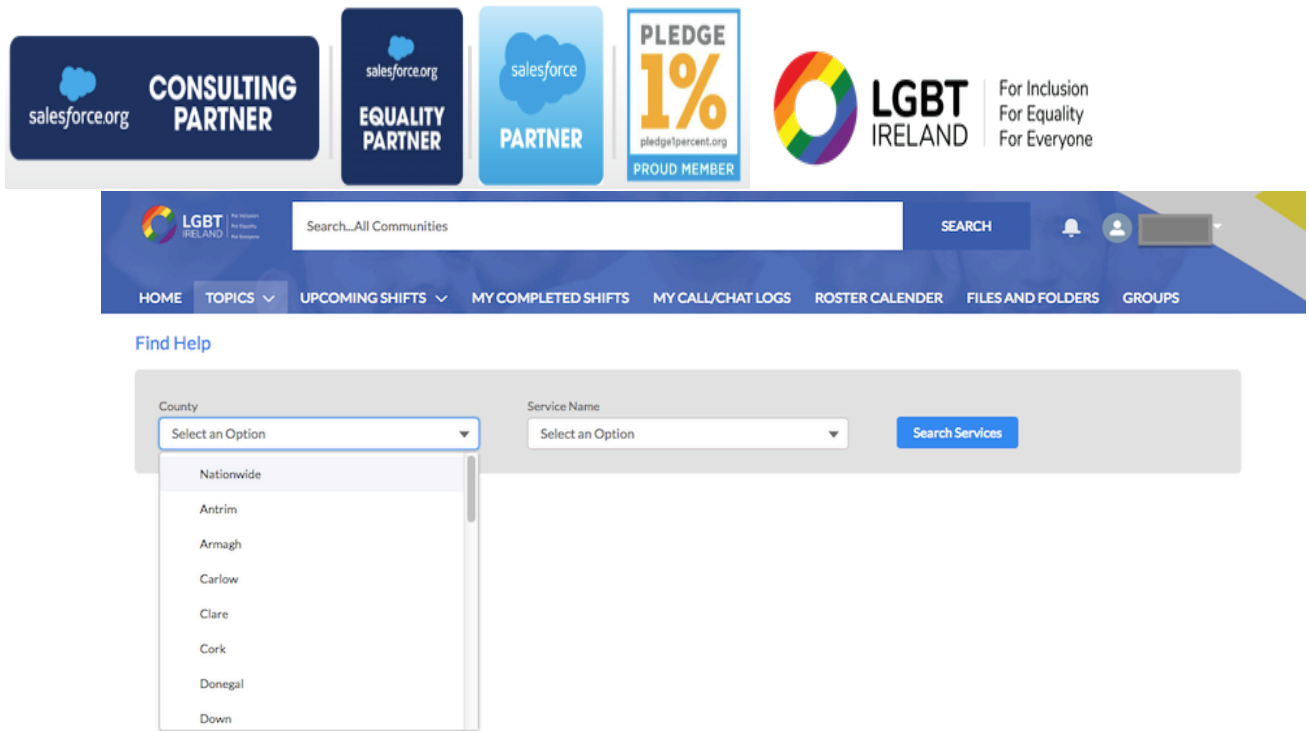
SEARCH

HOME TOPICS UPCOMING SHIFTS MY COMPLETED SHIFTS MY CALL/CHAT LOGS ROSTER CALENDER FILES AND FOLDERS GROUPS

January 2022

Today
Previous
Next

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Dundalk Helpline (16:00-18:00) Shift Available
2	3	4	5	6	7	8
Transgender Family Line (18:00-21:00) Dublin Helpline (16:00-18:00)	Dublin Helpline (20:30-22:00) Shift Available Dublin Helpline (18:30-20:30)	Cork Helpline (18:30-22:00) Transgender Family Line (10:00-12:00)	Cork Helpline (18:30-22:00)	OutWest Helpline (20:00-22:00) Dublin Helpline (18:30-20:30) Shift Available	Dundalk Helpline (16:00-18:00) Shift Available Galway Helpline (18:30-22:00)	Dundalk Helpline (16:00-18:00) Shift Available
9	10	11	12	13	14	15
Transgender Family Line (18:00-21:00)	Dublin Helpline (20:30-22:00) Shift Available Dublin Helpline (18:30-20:30)	Cork Helpline (18:30-22:00) Ian Manning Transgender Family Line (10:00-12:00)	Kilkenny Helpline (18:30-22:00)	OutWest Helpline (20:00-22:00) Shift Available Dublin Helpline (18:30-20:30)	Dundalk Helpline (16:00-18:00) Shift Available Galway Helpline (18:30-22:00)	Dundalk Helpline (16:00-18:00)



LGBT Ireland Customer experience of the solution implemented and Salesforce.org user adoption, benefits, about TechStorm work:

What IT problems were you trying to solve at LGBT Ireland?

We received Salesforce 11 years ago and we did not have the knowledge and skills to upgrade our systems to reflect our service needs in 2021-2022.

With the help from Techstorm who worked within the confines of our budget, they support us by creating sign-up forms for all our frontline support services - so we could quickly and efficiently respond to queries from the public.

The TechStorm Team developed our Volunteer Community Portal so we could seamlessly communicate and support our 66+ Volunteers nationwide and TechStorm consistently implemented feedback every step of the way to meet our business needs. Moreover, the Techstorm Team developed a custom national volunteer roster making it easier for volunteers to sign-up for volunteers jobs as well as creating email reminders so that volunteers never miss a volunteer shift.

Techstorm supported the staff team in our ability to communicate with the public as well as report on key data from our frontline services by creating a staff dashboard where we could seamlessly run reports to better respond and inform our frontline support services.

What made you happiest about working with TechStorm?

Throughout the project, Techstorm went above and beyond to understand our organization's needs, the needs of our service-users, staff and volunteers and proposed cost effective, sustainable and timely solutions. Techstorm were open to regular feedback and implemented follow-up changes as quickly as possible. The Techstorm Team were always contactable and responsive while keeping the project on track with an awareness of time and budget constraints throughout.



What made Salesforce NFP(Not For Profit) stand out from other options?

The Not For Profit offered us an integrated platform that addressed the needs for our organization. TechStorm were able to create purpose-built solutions for staff and volunteers to maximize our impact in the not-for-profit sector. This meant that from a program management point of view as well as reporting on the impact our frontline services have, TechStorm were able to increase our awareness, knowledge and skills related to the Salesforce CRM so that we could continue to simplify and respond to the constant changing needs of our organisation and the people who use our services.

What have you been able to achieve since using Salesforce NFP?

As a busy staff team, we can now move away from manual processes and third party services and have a full integrated platform to manage our various projects and report on these effectively. We are able to log any contact with the public into our database and run essential reports to show our funders and stakeholders the impact of our work.

We have been able to develop a Volunteer Community Hub, which values the impact volunteers make and ensure that volunteers have access to essential information and resources when they engage with the public through our National LGBT Helpline and Online Chat Service.

We have been able to better manage sign-up's for our peer support groups, volunteering, telefriending service, training requests etc so that these are now captured within Salesforce and staff can respond in a timely manner.

What would you tell someone who's considering using TechStorm?

Techstorm understood the priorities of our staff team, volunteers and service-users and they were able to build integrated and customized solutions that best responded to our needs, which saved us time and money within a small budget. Techstorm worked shoulder to shoulder with LGBT Ireland Staff and Volunteers to implement feedback and made recommendations that ensured we could continue to grow the use of our CRM into the future. Techstorm were on hand whenever we needed and offered additional time and support including helpful documentation so that staff and volunteers could grow the knowledge, skill and experience in using our new CRM. We would highlight recommend the Techstorm Team who were knowledgeable and experienced in providing cost-effective solutions for the not-for-profit community sector.

How community portal implementation would benefit LGBT Ireland and what challenges were you encountering before community cloud implementation?

Prior to Techstorm coming on board, LGBT Ireland did not have a user-friendly platform to manage volunteers and capture their various activities. We were using various channels to communicate with 66+ volunteers nationwide and we needed a volunteer space to respond to the challenges we faced. Techstorm developed a volunteer community hub based on staff and volunteer feedback. This was a game-changer for how volunteers log their activities, sign-up for national helpline shifts and log their calls/online chats. Moreover, Techstorm developed a comprehensive directory to support volunteers during their helpline calls/chats so we could give timely and accurate information to our service-users. Internally, we have been able to develop resources and ways of communicating with volunteers, without the need for multiple channels and volunteers can now



contribute to the volunteer hub through the chatter newsfeed, uploading resources and reading helpful knowledge articles. Thanks to Techstorm, volunteers now receive a timely reminder in advance of their volunteer shift - so that any gaps in the national roster can be filled immediately.

Would you recommend this Salesforce NFP to other Organisations?

We would highly recommend Salesforce NFP and Techstorm to our colleagues in the charity and community sector. Techstorm are sensitive to the needs of organizations' who may have one-off or limited funding. Techstorm are keen to understand the business needs of not-for-profit organizations helping them move away from manual, time consuming processes to innovate and integrated solutions that save time, effort and money. Techstorm supported us every step of the way for our project in 2021-2022 and we cannot recommend them highly enough.

Is there anything else that you would like to comment on or say about TechStorm or Salesforce NFP?

A special thank you to Techstorm and to the Techstorm Development Team who worked with us shoulder to shoulder to provide innovative and custom solutions for our needs both as an organization but also from the staff, volunteers and public user perspective. We look forward to an opportunity to work with you again in the future!