Habitat for Humanity®
of Wake County
Serving Wake and Johnston Counties

Making Homeownership a Hassle-Free Reality

Industry: Non-Profit
Application: Non-Profit Success Pack

Habitat for Humanity of Wake County solves the need for affordable housing in their community. Since 1985, they have built more than 850 homes. They complete this work with the help of volunteers within the community.

The Challenge:
- The homeownership application process was clunky, and applicants were frustrated.
    - Applicants were unable to quickly view application status updates in system.
    - Applicant scheduling was highly inefficient, delaying homeownership.
- Habitat team members had a difficult time managing the application process.
    - Data existed across tools and platforms.
    - Team members were not able to provide feedback to denied applicants.
    - Attendance for required sessions was difficult to track.

The Solution:
- Implemented Form Assembly, Nonprofit Success Pack and ensured a tight integration between solutions.
- Built an "at a glance" list view that shows application stage and status.
- Automated data through workflows and formulas. Automated communication around decisions. Applicant now notified typically within one hour of decision.
- Streamlined multiple email messages into one so families would receive consolidated communication.
- Denied applicants receive detailed explanations and information about how to improve future applications so they can continue in program.

Benefits:
- 100% reduction in calls related to application status
- Achieve a massive improvement in the percent of applications fully completed
- Over 200 hours saved in the first 3 months of the solution rollout
- Significant increase in process efficiency and effectiveness

We really appreciate [our consultant]. She is an *outstanding* communicator!
-Mitch Rhodes, COO

"The staff has been great to work with and are very responsive."
-Beth Foley, Sr. Director, Homeownership & Neighborhood Programs