

# Build It Green

Build It Green is a nonprofit that offers energy efficiency services in California. Their goal is to promote energy efficiency and achieve net-zero carbon emissions by 2025.



## The challenge

For Build It Green's **Home Upgrade** program, customers who make improvements to their energy efficiency are eligible to receive rebates. However, the program was suffering from improper integration of data with the two legacy systems in place. Too many customers were left wondering about their missing rebates.

Our client needed to find a cost-effective way to manage and utilize customer data in a timely manner, in order to boost and maintain client satisfaction with their rebate program.

## The solution

We retired the two legacy systems that were taking too much of Build It Green's time and money. Taking advantage of the Salesforce Platform and Experience Cloud, we built custom solutions that made for a much smoother transfer of customer data. We built the capabilities of the two legacy systems into one new system within Salesforce.

Immediately, processing times for rebate applications sped up, allowing for more applications to be reviewed and approved. Customers and contractors quickly noted an improvement in overall usability after migrating all systems to Salesforce. A more pleasant user experience led to a rapid rise in customer satisfaction.

## How we help

At the end of this process, Build It Green got:

