



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

YEAR:
2012

STATUS:
Laureate

Organization:
American Red Cross

Organization URL:
<http://www.redcross.org/>

Project Name:
American Red Cross and Salesforce.com meet the magnitude of need created by disasters

What social/humanitarian issue was the project designed to address? What specific metrics did you use to measure the project's success?

The Red Cross needed a more effective CRM solution to better manage chapters, programs and public inquires, particularly during times of disaster, as they see dramatic spikes in volume during floods, hurricanes and tornados and other catastrophic events. They teamed up with Salesforce.com and the Salesforce.com Foundation to implement a CRM system to more effectively manage their chapters, volunteers, partners and donors across America during both quiet periods and times of disaster. Having a system in place to successfully track thousands of volunteers and partners was imperative, as the national headquarters is routinely responsible for tens of thousands of inquiries per day and needed to operate at the same level of efficiency during disaster spikes. The American Red Cross gauged the ability to handle spikes in public inquiry and manage data as their most important metric for success.

Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.

Salesforce.com's applications were deployed in 35 chapters around the U.S. to manage volunteers, donors, inquiries, training, events and back-office functions. The national headquarters is using the Salesforce Service Cloud to handle public and donor inquiries and the Salesforce Sales Cloud to manage external partner information and improve communication with

chapters. The Service Cloud provides a quick and simple way to organize and access responses to standard questions. The Sales Cloud makes it easier to communicate with 150 national partners and with disaster directors at more than 800 chapters. Salesforce.com's AppExchange partner, VerticalResponse, lets the national headquarters distribute targeted information and critical updates during a disaster or health emergency such as the earthquake in Haiti or H1N1 outbreak. VerticalResponse capabilities include tracking who has read an email, who has responded to an email and who has clicked on a link, facilitating communications with everyone from emergency services directors to volunteers.

Please list the specific humanitarian benefits the project has yielded so far.

In addition to dramatically improving American Red Cross disaster response, the Service Cloud has also allowed the Red Cross to operate more cohesively as an organization. They now have greater visibility of data across the organization, which resulted in more effective communication between the 800 chapters around the U.S. Additionally, centralized information allows chapters to place volunteers and coordinate partner resources at a moment's notice, while dashboards provide insight into items such as the number of people who have taken Red Cross training. The Service Cloud also allows chapters to measure the retention rate of volunteers, the conversation rate of interested volunteers and the click-through rate of newsletter recipients for more effective volunteer program management.

Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.

"Salesforce.com helps us effectively manage our most valuable resources: the volunteers, partners and donors that make what we do possible." - John Crary, CIO, American Red Cross. Service Cloud features such as web-to-case simplified responding to inquiries during the Haitian Earthquake in 2010. This allowed the public inquiry team to handle nearly 7,000 cases the first month after the disaster. The product's flexibility also made it possible for emergency expansion to 50 users to cut down on response time. The reporting functionality allowed senior management to measure the accomplishments of the public inquiry program and instantly take the pulse of top public concerns during the response in Haiti. Overall, the Red Cross was more successful during the response to the earthquake in Haiti due to the implementation of Salesforce Service Cloud.