

## [!] The Problem:

Los Angeles nonprofit, LA Area Chamber of Commerce struggled with integrating Salesforce into their organization. After 1 year and 5 months of paying for Salesforce, multiple departments were not functioning as efficiently as desired when the software was purchased and implemented for the company. Many integrations were necessary, duplications and crossfunctional departmental organization was required and training was needed for all 36 employees.

## [💡] The Solution:

DevPipeline began by assessing each department individually. Our discovery process involved not only key decision-makers and managers for each department but also their teammates. We cross-trained on these discovery calls with admins that we helped train up, and often times the head of IT was on these calls as well. Thorough discovery meetings resulted in a deep understanding of the group and individual needs within the company. After we identified the key pain points, the integrations necessary, and training gaps, we began to see serious utilization amongst the chamber members.

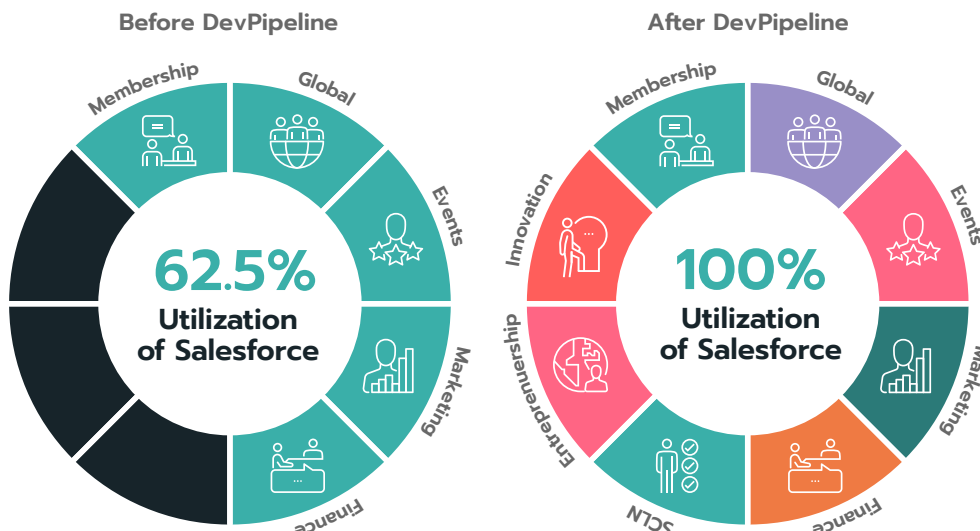
## ★ What makes DevPipeline different?

"DevPipeline was highly responsive & worked closely with various members of the Chamber Team to get a holistic look at what we were missing and implement fixes that work for all departments. DevPipeline also helped train the in-house SF Admin and worked closely with them on handling projects that required technical skills beyond their expertise. We needed DevPipeline because the previous Salesforce consultants were not highly responsive to our needs and didn't collaborate with us on our fixes."

## [💬] Company Feedback:

"More and more employees log in & utilize the Salesforce platform."  
"We all have more understanding of the Salesforce platform."  
"We are experiencing shorter troubleshooting durations."

## [⚙️] The Difference:



33

Salesforce licenses  
in use

57

Customer Community  
licenses in use

11327

Customer community  
login licenses in use

3

Integrations Needed  
Blackthorn, Bizzabo,  
Quickbooks

Size of  
Organization:

36

Employees