



**GLOBAL IMPACT**

# SP Marketplace - Making an 'Impact'

*SP Marketplace's CRM (Customer Service) application transformed Global Impacts customer support and campaign management*

## At a glance

**Company:** Global Impact










**Challenge:** Previous platform was costly, did not meet business needs and had limited customization options as a SaaS application.

**Suggested Application:** SP CRM

**Outcome:** Expectations Exceeded



## The Benefits

-  Cost Savings
-  Customization
-  Streamlined IT Support
-  Data Management
-  Improved Functionality
-  Enhanced Campaign Management
-  Comprehensive CRM
-  Insightful Reporting
-  Effective Email Communication

## THE CHALLENGE



Global Impact, part of a Global Impact Ventures, a unified family of brands inspiring greater giving for a better world, also serves as part of a Federal contracting team supporting the Combined Federal Campaign (CFC), the Federal government's charitable workplace giving campaign.

Part of Global Impact's responsibilities were to design and implement an integrated customer support and campaign management system to be used by 38 CFC zones worldwide however, their previous platform became too costly due to the nature of the work and the pay-per-seat price structure. Because Global Impact's contract work is seasonal, they found themselves continuing to pay high per user costs during low usage periods. They were also dissatisfied that the platform did not meet all their business needs, and due to being a SaaS application, they could not customize as desired to meet their business user requirements.

## THE SOLUTION



Global Impact converted to SP Marketplace's SP CRM which allowed them to significantly reduce costs and customize the application to meet their exact business needs. They were especially thrilled by its robust out-of-the-box functionality, the ease of making customizations for scalability, and the excellent customer support from SP Marketplace.

Global Impact was able to make basic customizations in-house as well as hire a SP Marketplace consultant to make more robust modifications including the development of additional Power BI dashboards and a robust custom add-on for being able to invite charities randomly to participate in campaign events based on geographic location.

## CUSTOMIZED FEATURES



Global Impact is utilizing the following features of the SP ICRM Support application:



Data Manager Add-On



Ticketing Help Desk



Web form add-on



IT Staff Portal



Reporting via Power BI dashboards



Customer relationship management



Email Correspondence add-on

SCAN TO CONTACT US

