

# **Helping Heal The World Together**

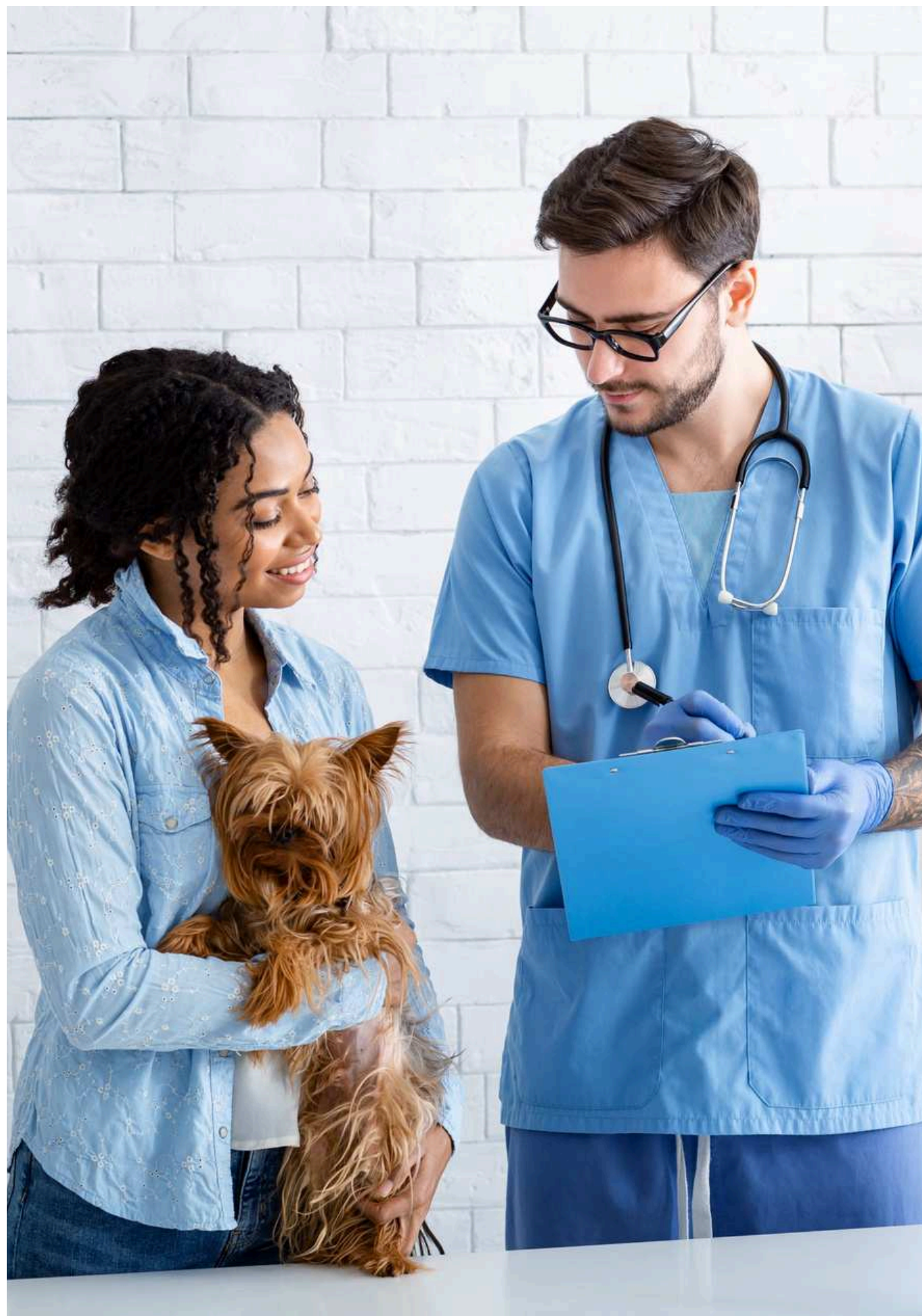
**Transforming Global Health  
Operations with Salesforce**

# A Passion To Serve The Global Community

**VAW Global Health Alliances** is a prominent non-profit organization committed to improving global health through sustainable partnerships with local communities and professionals. Operating at the intersection of healthcare and development, VAW Global focuses on enhancing the delivery of essential and accessible health services across various regions.

The organization sought to elevate its operational efficiency by integrating a robust CRM solution that could centralize data, streamline processes, and foster more effective management of their diverse initiatives. Their primary motivation was to create a unified system that could support lead nurturing, relationship management, and operational insights, reducing the manual intervention that was hampering their ability to scale and manage their volunteer and partner networks effectively.





# Unveiling the Challenges in Healthcare Operations

Before the intervention of DTC Force, VAW Global Health Alliances faced several critical challenges. The lack of a centralized system meant that information was scattered across multiple platforms, leading to inefficiencies in data management and communication.

The organization struggled with managing their leads, which included interns, team leaders, and partners, and there was no streamlined process for tracking interactions or automating follow-ups. Additionally, their marketing efforts were disjointed, lacking the tools necessary to target specific demographics effectively.

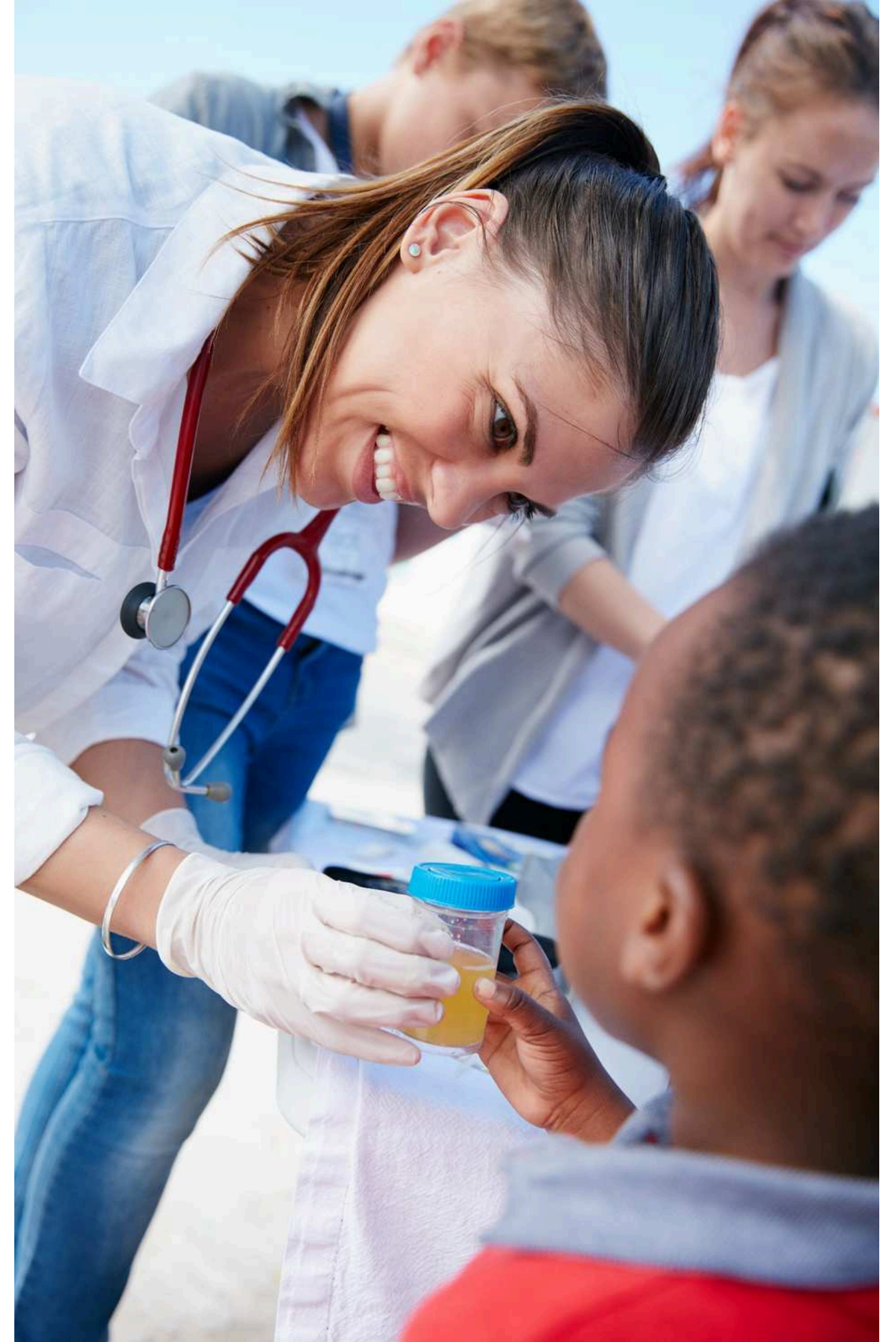
These challenges created bottlenecks that slowed down their operations, limiting their ability to scale and fully realize their mission.

Prescription for Success

# Crafting A Tailored Solution To Heal Operational Gaps

DTC Force approached the project with a comprehensive strategy centered around Salesforce Sales Cloud and Pardot implementation.

By conducting thorough discovery sessions, the team at DTC Force was able to identify VAW Global's specific needs and tailor a solution that addressed their core pain points. The implementation plan included configuring a lead management process to ensure seamless qualification flows, establishing a data structure for accounts and contacts that captured all relevant information, and automating workflows to reduce manual tasks. The solution also involved the integration of Salesforce Inbox for streamlined email communication and the configuration of Pardot to enhance marketing efforts with personalized engagement strategies.





From Diagnosis to Recovery

# The Impact of a Seamless Implementation

Implementing Salesforce Sales Cloud and Pardot transformed VAW Global Health Alliances' operational landscape. The new CRM system provided a single source of truth for all business operations, significantly improving data management and reducing errors. Automated workflows & notifications ensured that tasks were completed on time and the integration of Salesforce Inbox streamlined communication processes.

The marketing team benefited from targeted engagement capabilities, allowing them to connect more effectively with specific demographics. Introducing custom reports and dashboards gave leadership clear visibility into various aspects of the business, enabling more informed decision-making. Overall, the solution not only met but exceeded VAW Global's expectations, positioning them for sustainable growth.



**Sustaining the Pulse**

# Ensuring Long Term Health and Growth

The successful implementation of the Salesforce platform by DTC Force has set a solid foundation for VAW Global Health Alliances to scale its operations and amplify its impact on global health. The organization now has a robust system that supports its mission through enhanced data management, improved efficiency, and better stakeholder engagement.

As VAW Global continues to grow, the scalability of the Salesforce solution ensures that they can adapt to new challenges and opportunities. The long-term partnership between VAW Global and DTC Force will focus on continuous improvement, ensuring that the technology evolves alongside the organization's needs, driving sustained success in their mission to improve global health.

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