

# Customer Success Story

## CUSTOMER SIZE:

11 - 50

## INDUSTRY VERTICAL:

Non-profit

## SALESFORCE PRODUCTS:

--

## INTEGRATIONS:

Web-to-lead form

## ENGAGEMENT LENGTH:

2 Months

## Empowering Purpose-Driven Missions with Salesforce



Eagle Rock Camp, brings military families together to heal and reconnect in their communities, restore their hope and emerge as an empowered, purpose driven unit

### Original Challenge

They manually entered application data from email into Apricot CRM due to the absence of a Web-to-Lead form, causing inefficiencies. Additionally, Apricot CRM was not cost-effective, prompting the need to migrate to Salesforce for better automation and value.

### Outcome #1

We created a Web-to-Lead form on the client's WordPress website, enabling camp applications submitted online to be captured as Leads in Salesforce. Additionally, we configured the integration plugin to ensure seamless data flow between WordPress and Salesforce.

### Outcome #2

We successfully migrated the client's data and business processes from Apricot CRM to Salesforce. A custom data model was also designed in Salesforce to help them efficiently capture and manage interviews with military personnel.