

# Customer Success Story

**CUSTOMER SIZE:**

200-500

**INDUSTRY VERTICAL:**

Financial Services

**SALESFORCE PRODUCTS:**

FSC Cloud, Marketing Cloud  
and  
Mulesoft

**INTEGRATIONS:**

DocuSign, Alkami and  
MeridianLink

**ENGAGEMENT LENGTH:**

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## SFFCU Partners with DynPro to FSC Implementation

**Original Challenge**

SF fire credit union, dedicated to fostering financial success within the community. Serving both firefighters and residents of San Francisco, San Mateo, or Marin counties, they operate as a not for profit cooperative owned by their members,

prioritizing member first service, community engagement, and innovation.

**Outcome #1**

The SF Fire faced challenges optimizing FSC Sales & Service Cloud Enterprise Edition, dealing with extended process complexity and integration issues with apps like MeridianLink, Alkami, and DocuSign, as well as Keystone and Key Bridge API connections

**Outcome #2**

A comprehensive solution was delivered by setting up Marketing Cloud and Salesforce Financial Services Cloud (FSC), along with seamless integrations to third-party applications using MuleSoft. This enabled streamlined marketing and financial workflows across systems.

The MVP rollout included integration with data lakes and data warehouses, embedding them into core Salesforce