

100% Self-Service Registration For Yozmot Atid

Industry:
Nonprofit

Customer Since:
2021

Products:
Experience Studio

Features:
Forms and Automation

COMPANY BACKGROUND

[Yozmot Atid](#) is a nonprofit organization helping women in financial difficulty, whether they are starting or sustaining independent businesses. The organization operates in an agile environment where requirements and reporting change quickly. Its core programs include entrepreneurship courses, mentoring, and ongoing alumni support, with Salesforce as its system of record.

YOZMOT ATID'S CHALLENGE

Course registration was manual and time-consuming. Staff contacted entrepreneurs to complete registrations and sent separate payment links, creating delays and unnecessary administrative work. The organization also depends on Salesforce data across its programs. Manual form inputs and inconsistent selections led to misclassifications that disrupted reporting, automation, and governance.

These challenges resulted in:

- ⊗ Incomplete mentoring closures
- ⊗ Missing or inaccurate Salesforce data
- ⊗ Incorrect eligibility decisions
- ⊗ Inconsistent tracking when meetings were logged manually



TITAN'S SOLUTION

Titan's Experience Studio was implemented at Yozmot Atid to standardize forms and workflows.

Entrepreneurs complete self-service registration, payment, and signing from personalized Salesforce course lists, with automatic enrollment for courses. Facilitators receive pre-course lists and submit attendance and evaluations to Salesforce. Mentor reporting was redesigned to include enforced paths, validations, and automation triggers for missed meetings, as well as expert support.

KEY RESULTS

- ✓ **Zero Manual Outreach:** Registrations are automated, removing the need for staff to contact participants individually.
- ✓ **End-to-End Self-Service Registration:** Participants complete course selection, payment, and signing through branded flows connected to Salesforce.
- ✓ **Reliable Automations:** Structured mentoring forms reduce misclassification and support consistent downstream workflows.
- ✓ **Improved Eligibility Accuracy:** Conditional logic and guided paths help prevent incorrect grant allocations.
- ✓ **Stronger Data Quality:** Standardized inputs support cleaner Salesforce records and more reliable reporting.
- ✓ **Full Operational Coverage:** Titan's Experience Studio supports data collection and workflow execution across entrepreneurs, facilitators, and mentors inside Salesforce.

“Titan is a complete solution to all things we need in Salesforce. Other form builders would give us partial solutions.” Efrat Rabinovitz, Evaluation, Measurement, and IT Manager at Yozmot Atid.