



\$75K Saved In Software Costs At Kappa Alpha Theta

 Industry: Nonprofit	 Customer Since: 2019	 Products: Experience Studio	 Features: Doc Gen, Forms, Automation, eSignatures
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COMPANY BACKGROUND

Founded in 1870, [Kappa Alpha Theta](#) is a women’s membership organization and the first Greek-lettered organization for women. The nonprofit supports members through education, leadership development, service, and sisterhood.

Kappa Alpha Theta’s headquarters team manages operational data, member access, chapter workflows, fundraising programs, and administrative processes through Salesforce and connected tools, including Titan.

KAPPA ALPHA THETA’S CHALLENGE

Salesforce is the sorority’s system of record, but its connected portal couldn’t support complex workflows. Kappa Alpha Theta needed to modernize its room-rental licensing process, which was repeated annually across 90 chapters. Template preparation took 20 hours per year, with another 15 hours spent loading documents into signature platforms.

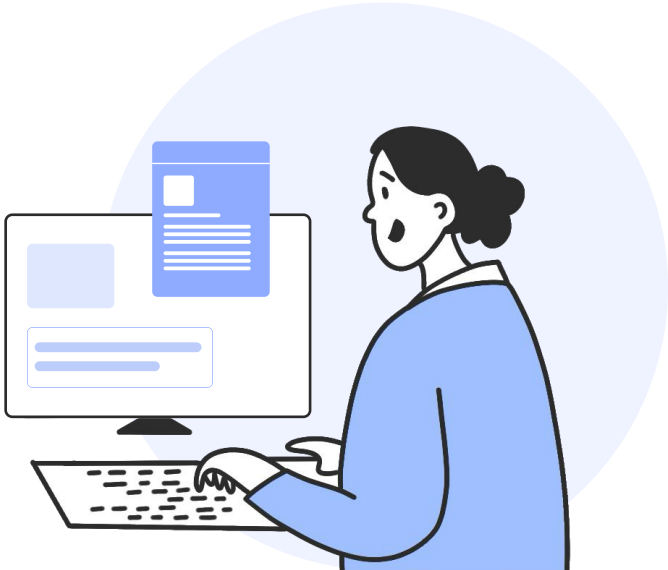
A competing vendor couldn’t meet the sorority’s requirements without custom development and proposed a quote of \$75,000 that still did not solve the organization’s needs.

TITAN’S SOLUTION

Kappa Alpha Theta used Titan Experience Studio to replace its room-rental license process.

Chapter officers identify student licenses, with assignments captured in Salesforce. Staff review assigned licenses and send students the required forms, including optional eSignatures.

Titan generates a date-stamped PDF, stores it in Salesforce, and shows signing status. The process supports state-specific rules, fees, room details, and up to six license variations per chapter.



KEY RESULTS

- ✓ **\$75,000 Custom Build Costs Avoided:** Titan helped Kappa Alpha Theta avoid a \$75,000 custom build quoted by an alternative vendor for the room-rental license process in Salesforce.
- ✓ **50% Less Admin:** Titan reduced the complexity of document setup, simplified form delivery, and made Kappa Alpha Theta's overall workflow easier to maintain.
- ✓ **Salesforce Extended for Complex Workflows:** Titan was used when other systems couldn't support the Salesforce-connected processes Kappa Alpha Theta needed for moving and updating data in a controlled way.
- ✓ **Salesforce Process Gaps Filled:** Internal workflows were improved and simplified as forms, payments, documents, and eSignature processes were rebuilt around Salesforce.
- ✓ **Bulk Delivery from Salesforce:** Sending room-rental licenses takes a few minutes as Kappa Alpha Theta can bulk email forms from Salesforce.
- ✓ **5-Minute eSignature Setup:** Setting up eSignature details directly in Salesforce takes approximately five minutes per license.
- ✓ **Improved High-Season Operations:** During high seasons, when room-rental license activity increases, Titan reduces the manual workload associated with tracking, updating, and managing signatures. Kappa Alpha Theta's room-rental licensing workflow is easier to maintain.

"No other form platform can do what we're doing with Titan. The wide range of Salesforce processes we can build with it is pretty valuable." – Mike Swanson, Senior Information Solutions Engineer at Kappa Alpha Theta