



70% Reduction In Project Costs For ADRA



Industry:
Nonprofit



Customer Since:
2021



Products:
Experience Studio



Features:
Forms, Automation

COMPANY BACKGROUND

[ADRA](#) is a humanitarian organization working across 120+ countries, having supported 10.8 million people through 1,116 projects. A network of 6,000 people supports health, education, livelihoods, and emergency response. Its work includes soup kitchens in Australia, crop improvement in Zambia and Asia, and cocoa industry support in the Solomon Islands.

ADRA'S CHALLENGE

Salesforce sits at the center of ADRA's donation, volunteer management, and peer-to-peer fundraising programs, but building internal processes required costly development support. ADRA needed a faster, more affordable way to create and maintain Salesforce workflows in-house. Volunteer management also had to be simpler for volunteering retirees, and donor and contact updates needed a less manual way to stay current in Salesforce.

TITAN'S SOLUTION

ADRA selected Titan to build Salesforce-connected processes in-house at a lower cost.

For volunteer management, ADRA created a kiosk-style timesheet experience. Volunteers check in and out on a tablet or laptop, while Titan calculates their hours and writes them to Salesforce. Managers review the records and submit them in batches.

ADRA also created a mobile experience using unique links tied to each volunteer's Salesforce record. Volunteers save the link as a phone icon, creating an experience similar to a [Salesforce app](#). The same approach is used for donor data. Bulk email campaigns send unique links to recipients, allowing them to update details through a [form](#). Changes appear in Salesforce in real time, with SMS links also available for mobile updates.



KEY RESULTS

- ✓ **70% Cost Savings:** ADRA estimates savings of up to 70% across projects built with Titan compared with traditional development costs.
- ✓ **40% Savings on Smaller Projects:** ADRA estimates that its Salesforce volunteer registration form reduced project costs by 30% to 40%.
- ✓ **4K People Reached Through One Campaign:** Instead of making phone calls to donors, ADRA sends one bulk email campaign to 4,000 recipients. Each person receives a unique link for updating contact details and communication preferences, with submitted changes reflected in Salesforce in real time.
- ✓ **Simpler Volunteer Workflows:** The volunteer timesheet app replaced manual processes and a previously developed CSV upload approach. Check-in and check-out data now connects to Salesforce for managers to review.
- ✓ **Faster No-Code Salesforce Development:** When ADRA identifies a new process or smaller Salesforce project, its team can build more in-house with Titan. This reduces its dependence on developers while lowering development time and cost.
- ✓ **Self-Service Updates Improve Data Hygiene:** ADRA supports [Salesforce data hygiene from automation](#) by allowing donors and volunteers to update their own information through mobile-friendly forms connected to Salesforce.
- ✓ **Strong Volunteer Adoption:** Volunteers quickly adopted the mobile and kiosk check-in app for Salesforce experiences because they are simple to use. Staff are also requesting that more internal processes be built with Titan.

“With Titan, we don't have to rely on developers, and we've saved a lot of money. Those Salesforce cost savings, as a nonprofit, are incredibly important to us.” – Juan Maart, Salesforce administrator and business analyst at ADRA.