75% Faster Project Deployment For Kappa Delta Sorority

Industry: Sorority

Customer Since: 2024

Products: Experience Studio

Features: Forms, Portals, Automation

BACKGROUND

Founded in 1897, Kappa Delta Sorority has 166 chapters across the United States and supports nearly 320,000 members, including 25,000 collegiate members and a large alumnae community.

The organization supports women throughout their collegiate journey and into lifelong alumnae membership, with programs focused on confidence, connection, leadership, and belonging.

KAPPA DELTA SORORITY'S CHALLENGE

Salesforce is a key platform for Kappa Delta's member management. After moving from legacy software, the team needed flexibility over Salesforce forms, data collection, and member engagement. Optional recommendation forms required members to log into a private portal, creating friction for infrequent users and generating complaints.

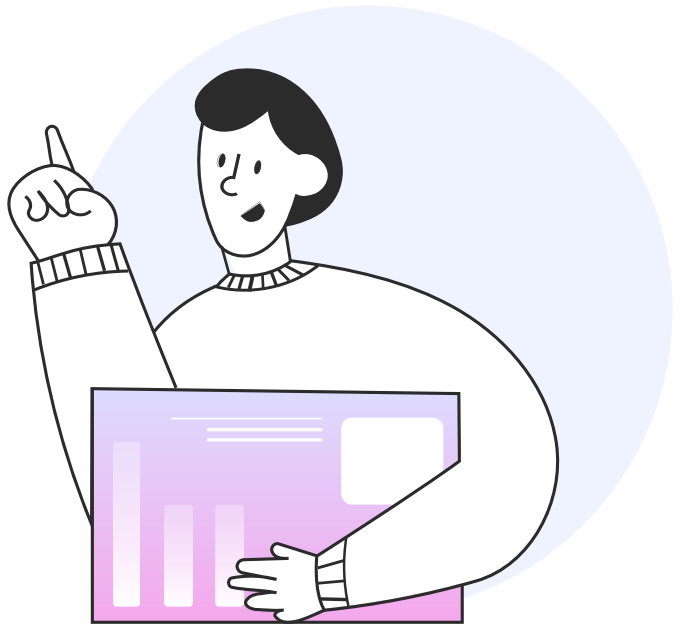
As the portal vendor controlled the login experience and enhancements, Kappa Delta also faced slower turnaround and limited ownership over its self-service forms and data flows.

TITAN'S SOLUTION

Kappa Delta used Titan Experience Studio to create branded web forms outside the member portal while keeping data connected to Salesforce.

For recommendation forms, Smart V authenticates members using unique Salesforce contact attributes, removing the need for login credentials. Embedded on Kappa Delta's public website, the experience matches its brand.

Titan forms are also used to collect contact updates, syncing changes to Salesforce and the connected member portal.



KEY RESULTS

- **75% Faster Project Deployment:** Salesforce forms and branded pages that previously took up to two months to build through a vendor can now be launched internally in weeks.

- **36% Growth in Form Submissions:** During the first year, Kappa Delta received 36% more recommendation forms than the prior year, improving one of its most important alumnae engagement programs.

- **31% Increase in Contact Data Updates:** With the enhancements offered by Titan, Kappa Delta created a seamless process allowing members to update their contact information on file. By doing so, Kappa Delta increased the number of members with accurate contact information by 31% in less than two years.

- **Self-Sufficiency:** Kappa Delta's technology and marketing teams create and manage no-code forms, branded landing pages, data collection workflows, and member experiences without waiting for an external vendor.

- **Improved Member Experience:** Alumnae can complete common tasks, including submitting optional recommendations and updating contact information, without navigating the private member portal.

"We were excited to use Titan because it gave us more control over what we could build. It has expanded our ability to push and pull data from Salesforce, strengthen our strategy for contact updates and outreach, and work more independently and faster as a team." - Katharine Molesworth, Chief Technology Officer at Kappa Delta Sorority.