VOCEL Builds Mobile-First, Multilingual Self-Service Enrollment

Industry: Nonprofit

Customer Since: 2026

Products: Experience Studio

Features: Forms, Surveys, Automation

BACKGROUND

VOCEL is a nonprofit focused on early childhood education and development. Founded in 2012 in Chicago, the organization is now expanding its work beyond the city. VOCEL works with the adults who shape young children's lives. Its programs help members understand and apply approaches such as play-based learning to support children's development in real-world settings.

VOCEL'S CHALLENGE

VOCEL uses Salesforce's Program Management Module to track program participation. Yet, needed to connect Salesforce data and processes with participants in its initiatives. The existing form solution wasn't deeply integrated with Salesforce, leaving VOCEL wanting control over how forms interacted with data and more flexibility to build self-enrollment experiences. The member experience also needed to be mobile-friendly, support English and Spanish, and maintain consistent underlying data in a single language.

TITAN'S SOLUTION

VOCEL uses Titan for member experiences connected to Salesforce processes.

For program registration, a multi-step form creates or updates relevant Salesforce records based on submissions. The experience supports participants while working across Salesforce relationships. These mobile-friendly forms use multi-step navigation, conditional logic, and prefilled data, making enrollment easy. English and Spanish experiences are available while maintaining consistent Salesforce values.



Beyond enrollment, VOCEL uses Titan for pre- and post-program surveys, capturing participant feedback in Salesforce for reporting and analysis.

KEY RESULTS

- **Mobile-First, Multilingual Experiences:** Titan's Salesforce-native form builder for nonprofits gives members a simpler way to complete enrollment on mobile devices, while the bilingual form builder supports English and Spanish experiences and keeps Salesforce data consistent.

- **Self-Service Enrollment in Salesforce:** Participants register through Salesforce-connected forms, making program enrollment an enormous time saver while reducing manual admin and opportunities for error.

- **Clean Salesforce Data From Web Forms:** Improved data cleanliness through structured nonprofit forms, controlled inputs, and consistent Salesforce values reduces cleanup for VOCEL's team.

- **Real-Time Program Availability:** Live Salesforce data controls which classes appear in enrollment forms, removing full classes from the member experience.

- **Easier Program Measurement:** VOCEL's survey tool supports pre- and post-program measurement, helping the team compare participant knowledge, confidence, and ability over time.

"Titan just feels like a seamless extension of Salesforce. It's our bridge to what we're building for our entire member community."
- Sandi Weiskirch, Managing Director of Finance and Operations at VOCEL.