UK based company scales with Salesforce to run Far-Reaching Campaigns

Challenge

- Lot of native Health Workers in Sub-Saharan African countries still use basic 'feature' phones with erratic data connectivity. Absence of reliable data capture (often in offline mode) leads to data loss and inconsistency, resulting in failure of Healthcare Initiatives, Disease Management & Public Health Campaigns for Malaria, TB, AIDS, etc.
- Lack of proper data recording and reporting adds to the problem

Idea

- Develop a configurable mHealth / TeleHealth product to accept both online and offline data collection. Implement Salesforce to help in reliable data capture and reporting of campaign data.
- Provide real time visibility into KPIs of various campaigns using Visual Data Representation

Our Solution

- Developed & maintained mHealth platform that was configurable to accept a wide range of inputs – onlineand offline data collection using 'smart' devices, SMS messages from basic handsets, web forms, other complementary systems such as IVR.
- Collaboration with Salesforce allowed easy transfer of campaign information for better understanding of patient needs and providing personalized care.
- Leveraging the power of the Salesforce Service Cloud, the team was able to devise an efficient and cohesive system to effortlessly capture and track issues and respond in time.
- Platform pulled & pushed Information from client databases like various State Ministries of Health's, NGOs (Health Consultants), & other Health MIS'.

Client Background

- UK based product company delivering high-quality software-based solutions to a range of markets including healthcare, agriculture and social housing.

  Company wanted a
- solutionthat could sustain in a low resource environment, for effective monitoring & evaluation of Healthcare Initiatives, Disease Management, & Public Health Campaigns for Malaria, TB, AIDS, etc.

- Administration of health campaigns & initiatives was made easy and quick.
- Platform leveraged USSD for instant handling of SMS and offline capability to automate data collection.
- Created custom reports for Health Campaigns based on several parameters to help with data analysis.
- Reportsin 'Native' language of Health Workers presenting datausing

About CloudChillies

CloudChillies' Salesforce Certified professionals have the knowledge and passion to solve problems - big and small - and deliver Salesforce projects successfully and affordably. Our team has 15+ years of experience in all facets of Salesforce, covering cloud advisory, Salesforce integration services and Force.com platform development. We assess your needs to provide maximum value through IT to greaten your impact and achieve your mission.

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