

## SITUATION OVERVIEW

The Stay Beautiful Foundation is a nonprofit operating Salesforce Nonprofit Success Pack with a desperate need to meet the growing demand of shipping. The existing shipping solution was overly complex and not able easily adapt to the Foundation's requirements for cost effective global shipping.

## + ABOUT

The Stay Beautiful Foundation is a Chicago-based, nonprofit organization delivering free boxes of clean beauty products to women undergoing cancer treatment. Conquering cancer with beauty, The Stay Beautiful Foundation's mission is to make women feel beautiful while undergoing treatment, providing them with a fun and exciting unboxing experience filled with leading beauty brand products. To date, The Stay Beautiful Foundation has a community of hundreds of women who have been affected by cancer and the organization has delivered thousands of free beauty boxes since 2018. To learn more, visit: [www.thestaybeautifulfoundation.org](http://www.thestaybeautifulfoundation.org).

## THE CHALLENGES

With women reaching out to them from many different channels, The Stay Beautiful Foundation struggled with creating shipping labels for their donation beauty boxes. The Stay Beautiful Foundation's desire to quickly engage with a perspective patient from first touch through beauty box shipment was very difficult.

The Stay Beautiful Foundation suffered from a complex inventory system that restricted its' ability to ship beauty boxes quickly and efficiently. The systems lacked flexibility making it labor intensive and time consuming for this small nonprofit.

The existing solution provider did not provide the level of white glove service required by nontechnical staff to get an easier, more cost effective and responsive shipping solution in place.

The Stay Beautiful Foundation faced the challenge of switching live production systems requiring very minimal down time in order to keep their delivery SLA promises.

## Solutions & Results:

- **Anytime, Anywhere Access to Real-Time Sales Data:** We created a new Dashboard & Reporting system that contains real-time beauty box statuses and is accessible on-demand anywhere in the world. This actionable real-time sales data allows them to quickly pivot their marketing message if needed, it provides insight into customer demand volumes, and reveals possible beauty alternatives. The personal dashboards for the staff tracks everything at the individual level.
- **Real Time Solutions:** We worked on change management with the staff to ensure smooth transformation from existing shipping to the new natively integrated ShipStation solution. This led to improved coverage, faster response time and personalized experience for customer accounts and potential patients.
- **Native Shipping Solution to CRM System:** Our team collaborated with ShipStation engineers to ensure a smooth roll out and zero down time for the client. The client now has automated responses to beauties and consistent, simplistic shipping options available.

## Solutions & Results:

- **Integrated CRM:** Our configuration of Salesforce provided The Stay Beautiful Foundation greater visibility of client interactions. This enabled staff with the ability to create automated tasks and reminders, expedite Beauty onboarding, rank Beauty status for intake and onboarding in real time. Real time integration from website to CRM allowed for new client tracking and automated follow up. This helped with outreach and overall client engagement.
- **Automated, Targeted Marketing:** The Stay Beautiful Foundation can now automatically deliver marketing campaigns with customized messages that provide product shipping information along with motivational uplifting support. Using the same platform to record activity, Beauty touch will allow the team to be in sync and scale quickly.
- **Multi-Channel Customer Engagement:** The Stay Beautiful Foundation Salesforce solution provides a full ecommerce, client centric system. This enables the staff to record interactions from phone, email, or online making a better frictionless experience for everyone.

## Overall Results:

Konnectryx improved the efficiency of The Stay Beautiful Foundation's entire organization by installing a native comprehensive, cloud-based solution. The Stay Beautiful employees are now more efficient with anywhere, secure, real time access to client information connecting with more Beauties making more women happy and beautiful. Integrated systems saved The Stay Beautiful operational expenses from lost time, redundant work thus allowing them a path to scale seamlessly. An additional benefit was employees felt more empowered to help customers and less frustrated with multiple systems not working together.