

CREATIO SOLUTIONS HELP A NETHERLANDS-BASED NGO WITH ITS MISSION OF BRINGING JOYFUL EXPERIENCES TO CHILDREN IN POVERTY

Stichting Uitgestelde Kinderfeestjes (stUK) is a non-profit institution dedicated to facilitating birthday celebrations for unprivileged children and building a strong support network to improve their experience growing up. Celebrating birthdays in a circle of friends is a deeply rooted tradition in the Netherlands. Therefore, by facilitating birthday parties, stUK is able to provide the children with much needed support, a family-like environment, and carefree childhood memories. To fulfill its mission, stUK works closely with a wide network of its volunteers, social workers, donors, and child care suppliers.

NON-PROFIT ORGANIZATION

EMEA (NETHERLANDS)

230% ANNUAL GROWTH RATE

PROJECT HIGHLIGHTS

SALES Creatio

A drastic shift in customer interactions from responding within 24 hours to a 1-minute response time

The solutions that doubled employee productivity

Inquiries about the application process decreased by 10 times thanks to standardized customer-facing processes and improved customer interactions

CHALLENGES

With a growing need for the Stichting Uitgestelde Kinderfeestjes's services and a continuously increasing number of requests for children's parties, the organization had to reconsider their existing approach to managing their services and customers.

The organization needed to unburden its board and volunteers while making sure that not a single request falls through the cracks. To achieve these goals, Stichting Uitgestelde Kinderfeestjes decided to support its operations with a process automation and CRM solution.

THE COMPANY HAD THE FOLLOWING REQUIREMENTS:

- A system that allows the company to build a complete customer profile and keep track of all of its activities
- A highly customizable tool capable of delivering solutions to support the organization's unique processes
- A GDPR compliant software
- A user-friendly interface and intuitive navigation in the system
- Strong implementation support from the vendor or partner

SOLUTIONS

With the help of Creatio and Creatio's system integrator Webrixis, Stichting Uitgestelde Kinderfeestjes underwent a remarkable shift from managing its data in a shared Excel file to adopting a cutting-edge process automation and CRM technology that streamlined the company's operations and took its customer service to the next level.

Thanks to customized workflows and tailor-made solutions provided to the organization, every single step from the first touchpoint till the end of the child's party is now managed effectively by the organization's volunteers using Creatio.

CREATIO PROVIDED THE ORGANIZATION WITH THE FOLLOWING:



ADVANCED DATA MANAGEMENT TOOLS

- A unified data ecosystem with a complete history of interactions of all key stakeholders including social workers, children, parents, care providers, donators, and suppliers
- A built-in data deduplication solution
- Data enrichment tools for a complete profile of a party requester
- An inventory management solution to keep track of all party planning essentials
- Tailor-made task management tools that include real-time schedule, available locations, and all the related party management activities in a single user interface
- Integration with the organization's website to streamline requests processing and leverage web tracking tools



LOW-CODE AND PROCESS AUTOMATION SOLUTIONS

- Customized guided workflows for volunteers to manage the end-to-end party preparation process
- Effective email communication solutions allowing for a combination of automated and personalized communication with the help of triggered emails and a library of customized email templates
- Business rules for automated party requests verification based on pre-set parameters that analyze the deadline and notify the requester automatically if the timeframe is too short
- Advanced solutions for activities scheduling and automated email notifications about request status update or changes in party details
- Rapidly adjusted processes that reflect changes in the organization's activities due to COVID-19

"Creatio helps us prepare for the future in which we want to serve our target groups better, faster and more effectively. We also aim at improving our internal processes with the help of Creatio solutions: The more efficiently we work, the better we can serve our community."

Renée Kranenberg, Founder and Chairman

Creatio was implemented by Webrixis, an innovative and creative team of professionals with over a decade of experience in delivering high-level software development services along with leading-edge process automation and CRM solutions to its customers across Benelux, Scandinavia, and globally.