

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With more than 181,000 people serving clients in over 120 countries, the company generated net revenues of US\$23.39 billion for the fiscal year ended Aug. 31, 2008. Its home page is www.accenture.com.

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Kids Company Case Study

"Kids Company is delighted to have the support of Accenture's dedicated staff who have been assisting us with the implementation of a new CRM system. As a charitable organisation, we are hugely dependent on the close relationships with our partners and supporters and volunteers. Having a sophisticated CRM system will help to ensure that we continue to manage these relationships successfully as the organisation grows. In particular, the CRM system will streamline our fundraising, volunteer management and administration so we can maintain and improve our services to London's most vulnerable children"

John Hookham, Charity Project Lead, Kids Company

• Consulting • Technology • Outsourcing

"I am really delighted at the way this partnership has worked to the significant benefit of Kids Company and the young people they support. I think this is a great example of the complementary nature of our corporate citizenship strategies and of the powerful combination of our people, skills and product-sets."

Andrew C Banfield, Senior Executive, Accenture Talent and Organisation Performance

Kids Company Overview

Kids Company provides a fully comprehensive support system for children and young people many of whom do not have a functioning adult in their lives. The services include psychotherapy, counseling, education, arts, sports, and a variety of practical interventions. The charity offers therapeutic and social work in over 37 schools and has a multidisciplinary team working at street level. In addition to the work in schools Kids Company run two independent education establishments. Independent research by the University of London shows that Kids Company's services are considered by children and young people to be effective at the point of access. When asked 97% of service users believe that Kids Company's services are effective.

Business Challenge

Kids Company has grown rapidly over the last few years and disparate systems were starting to hamper efficiency – an expanding client base of 11,925 children, young people, parents and teachers had created customer relationship management issues. This led to a siloed approach which meant that Kids Company's senior management team lacked "one view" across the departments and did not have the essential visibility of all stakeholders and interactions.

Across the company, contact and activity management had followed the same siloed approach costing the charity in time and efficiency. For the fundraising

team, the lack of a shared view meant great difficulty in tracking activities and reporting effectively on donations received. For Kids Company to further develop, specifically in deepening relationships with government departments, volunteers, fund raisers, partners and supporters, basic Customer Relationship Management capabilities and processes needed to be developed. However, an unsuccessful deployment of the CRM solution by a different delivery provider had resulted in low user adoption and engagement.

Kids Company presented Accenture with a dual challenge: to improve the efficiency of Kids Company by redeploying a Salesforce.com CRM solution – and to use Accenture's deep knowledge and extensive experience of the CRM solution to engage users with the product and gain a high level of user adoption.

Accenture's Response

Accenture's Daniel Giannotti, from the Customer Relationship Management practice, pulled together a team of six Accenture management consultants to support him in phase one of the deployment of the Salesforce.com CRM solution. This highly skilled team of people committed to using some or all of their annual 22.5 hour community allowance – given by Accenture to enable employees to use their skills to help not-for-profit organisations – to deliver our high value consulting, free of charge.

Accenture and Salesforce.com joined forces for the project, marking the beginning of an innovative relationship for Accenture with an alliance software partner in the community space. This partnership was driven by an alignment of core values and the mutual ability to enhance each others offering. Accenture offers numerous ways for employees to provide their skills – free of charge – to community organisations while Salesforce.com's philanthropy model enables their employees to devote 1% of their time, 1% of their product and 1% equity to charitable projects.

Salesforce.com contributed resources during the configuration phase and 20 user licences, confident that Accenture's expertise at implementing the Salesforce.com CRM solution would allow their product to be successfully delivered.

With the successful deployment of Release 1 by Accenture, the charity would have all their information on donors, donations, volunteers, mentors and contacts recorded in a Salesforce CRM database, providing staff with a single consolidated 360 degree stakeholder view, accessible right across Kids Company.

Accenture's skills and extensive experience were critical to ensure a different result from the first unsuccessful implementation of Salesforce.com at Kids Company. Whereas the previous delivery provider had focused mainly on the build of the CRM system, Accenture's deep knowledge and experience of delivering successful CRM projects meant that the team focused on build and instilling best practice, defining and documenting processes and providing training plans – to ensure high user adoption after the redeployment. Low user engagement had been a prevalent factor previously, so the team identified key users early on, captured their requirements and incorporated those specifications when designing and building upon the existing platform. The benefit of the new ways

of working were also clearly outlined, creating engagement among the key users and encouraging buy-in from stakeholders.

High Performance Delivered

The Accenture team, working with Salesforce.com, completed the successful implementation and went 'live' on 1st December 2008. Meetings and activities can now be tracked via an online interactive calendar which can also be shared with other users. All contacts are now stored on one system and can be viewed across business units.

User adoption has soared during this deployment; from nil usage two years ago. Out of a base of 20 users, 15 members of staff access the system daily to manage contacts, donations and reports. The product and its implementation also received praise from Daniel Baltzer, the charity's Assistant Director, who said, "It (Salesforce.com) is now seen as positive experience and a massive step forward for Kids Company. We have a system that users can log into and use right across the organisation."

The fundraising team can now track all fundraising opportunities on the system, view current and closed opportunities, act on open opportunities and monitor and close as required. Donations can be segmented depending on whether they were monetary or non-monetary, and reported on by channel and/or by value. There is also the further functionality to track and monitor thank you letters and responses on the system. Further, the system allows the Volunteering team to capture volunteering opportunities, events and volunteer details. These enhancements were in addition to basic contact management reporting capabilities.

The sustainability and user adoption of the CRM tool were key objectives; while basic functionality was the goal for the first release – addressing immediate

business challenges such as fundraising – further releases will continue to enhance the CRM system with additional functionality and Accenture's On-Demand Methodology will support each release to ensure consistency, thoroughness and quality.

On a wider scale, Accenture and Salesforce.com are investigating the opportunity of developing a strategic alliance within the charity space to develop a replicable model to take to other charitable organisations – a groundbreaking partnership that would transform the community space.

This strategic alliance will allow Accenture resources to carry out our high value consulting work for charitable organisations and can gain greater familiarity with the growing on-demand CRM package through funded training and project experience. For Salesforce.com the benefits are clear; the company stand to gain greater product penetration from the alliance with an established consulting organisation like Accenture. Ultimately such a partnership will strengthen the relationship between the two companies and the benefits can be delivered to the commercial sector.

The delivery of a project, free of charge, by highly skilled consultants, demonstrates the potential of Accenture's strong strategic community vision to help shape a sustainable future for charitable organisations – but also our success in aligning our people to that vision. Our people, skills, core values and product knowledge have produced tangible results for Kids Company:

- 20 members of staff use Salesforce.com, with 75% accessing the system on a daily basis.

- Since the start of the new fiscal year, all donations are entered into Salesforce.com with approximately 20 donations of various values per day.

- The Salesforce.com database allows the Fundraising team to proactively link donations received with the requirement of generating 'thank you' letters. For example one couple encouraged all of their family to donate money to Kids Company in lieu of buying presents; with Salesforce.com it was easy to extract a list that showed the family had raised over £1,000 and could thank them accordingly.

- All donation information, Financial, Gifts in Kind and Services in Kind are easily transferred to the finance system, greatly reducing the time spent gathering information from multiple sources.

- 11,000 contacts from multiple spreadsheets have been transferred to the Salesforce.com database, with approximately 100 new contacts added on a weekly basis.

- Several hundred 'Gift in Kind' donations were logged and reported into Salesforce.com for December 2008 Christmas campaign.

- On average 50 new organisations are added on a weekly basis. Additionally, the new system gives users a consistent view of contacts from same organisation.

- The CRM solution makes it easy for Kids Company to log gift aid against contacts – all CAF (Charity Aid Foundation) donations are entered together with gift aid to ensure Kids Company can claim the tax back.