

Birmingham Promise Increases Efficiency with Salesforce to Facilitate Student Success in High School through College



INSTITUTIONAL PROFILE

Birmingham Promise, Inc. is an educational organization aimed at supporting and preparing the students of the Birmingham City School System for postsecondary education.



[akaCRM Info Sheet](#)
[Education Solutions](#)

CHALLENGE

- Managing apprenticeship and scholarship programs through spreadsheets and manual data exchange.
- Process is time-intensive, staff is lean.
- Previously no coordinated vehicle to facilitate student success with stakeholders, including high schools, businesses and community colleges.

SOLUTIONS & RESULTS

By implementing Salesforce as the CRM, Birmingham Promise increased efficiency by eliminating excel sheets while creating a centralized student profile to track interactions through high school, apprenticeships and college.

akaCRM implemented Experience Cloud for high school counselors to view and enhance student information through the apprenticeship and scholarship process, eliminating manual entry by the Birmingham Promise team.

Apprenticeship and Scholarship applications were automated via FormAssembly, eliminating manual entry and improving the student submission experience.

PRODUCTS USED

- Experience Cloud
- FormAssembly
- Customer 360 Platform
- Nonprofit Cloud
- Reports & Dashboards