

5 problems we see in almost every Salesforce environment

Many association Salesforce environments underperform in one of a few recurring ways. Here are the five we find most often. You'll likely recognize two or three.

01. Low staff adoption

The system is available, but work continues in spreadsheets, shared drives, or relies on the knowledge of a single long-term employee.

02. Weak member engagement

Members contact the office for tasks the portal is designed to handle, using up staff time on things that should be self-serve.

03. Data no one fully trusts

The same question gets three different answers depending on who runs the report, so decisions get made on gut feel instead of reliable information.

04. A platform used at a fraction of its capability

Only about 20% of what Salesforce can do is in use. The rest sits idle, often unrecognized until it's demonstrated.

05. Operational bottlenecks that slow everything down

Processes depend on a single individual, creating delays that add up across the organization.

Each of these is fixable. That's the work we do.
Solved. Simple.