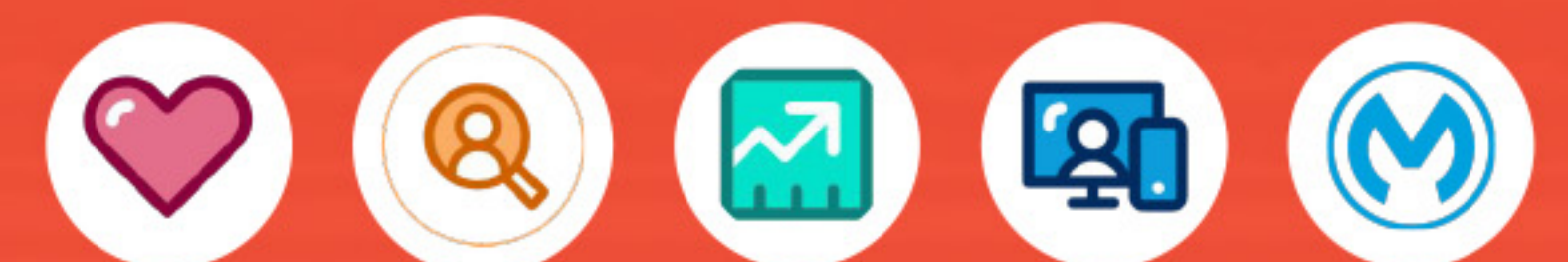




Industry - Education (Member Association)

Products Used - Service Cloud
Marketing Cloud
Sales Cloud
Experience Cloud
MuleSoft



Industry

Education (Member Association)

With a rich history spanning 170+ years, the New Jersey Education Association (NJEA) is the premier labor union for serious P-12 educators and professionals driving excellence in public education. It is an independent affiliate of The National Education Association (NEA).

Products Used



Service Cloud



Marketing Cloud



Sales Cloud



Experience Cloud



MuleSoft

Phase
0

Challenge



The NJEA wanted to align on a SF-enabled future state that would revolutionize its membership operations by delivering personalized support at critical career milestones & in day-to-day interactions.

Pre-project, the NJEA relied on a homegrown membership management system (originally designed for accounting) to facilitate all daily operations. As a result, the organization:

- Was unable to achieve visibility into its constituent data or consolidate its tech stack
- Relied heavily on custom code and third-party point solutions
- Often struggled with inefficiency
- Lacked the internal structure it needed to support a full-scale digital transformation

Value Delivered



Gerent helped the NJEA define a phased approach with a clear roadmap (the “OneNJEA Movement”) to implement Salesforce – and thus provide the services & support constituents need to perform some of the toughest jobs around. Our team delivered:

- A proposed future-state that would ensure members received support at critical career milestones & in daily interactions
- A detailed program roadmap for the NJEA’s membership lifecycle
- Operational suggestions to facilitate more efficient membership onboarding & support
- Streamlined workflows to uphold essential community and political organizing activities
- A plan for implementation, change management, and training

Results



By the end of Phase 0, the NJEA and Gerent had:

- Reimagined the NJEA’s membership lifecycle process
- Blueprinted the NJEA’s future Salesforce architecture
- Identified areas where the organization can continue to drive growth in future transformation phases

We are currently engaged in a Phase 1 project with NJEA and look forward to driving further success in future phases.