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CUSTOMER STORY

UtmostU needed to maximize user-experience for their coaches to easily navigate workflow and manage caseloads – and in turn, create a positive, meaningful experience for their program fellows. They also wanted to create an intuitive, self-guided interface for coaches to better support their fellows without needing UtmostU to facilitate.

TYPE OF COMPANY
NONPROFIT - EDUCATION SERVICES AND COMMUNITY ENGAGEMENT

LOCATION
HEADQUARTERS IN CHICAGO, IL

CHALLENGE

UtmostU needed a more user-friendly ecosystem for coaches to effectively manage their caseloads and support their fellows. Key pain points included:

- Overly complex user dashboard for coaches, unintuitive organization of data

- Difficulty navigating in Salesforce, locating files and resources, or accessing key data

- Unclear paths for coaches to properly support their fellows and caseloads

- Clunky interface, limited brand recognition

- Little room for scalable growth

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UTMOST U

salesforce **PARTNER**

ACTION

Allium create a guided coaching experience for program coaches using Experience Cloud (Community). Developed a user-friendly, ready-made ecosystem for coaches to effectively manage their caseloads (without UtmostU support) and provide easier data access to properly support their fellows.

1 Implement guided Coaches Center using Experience Cloud (Community)

2 Simplification of Cycles, Ease of Use/Efficiency/

3 Branding Enhancements to build community

RESULT

After project enhancements, UtmostU leverages the Experience Cloud (Community) to provide Coaches with the necessary tools to support their fellows throughout their journey – and successfully across the finish line – via tailored check ins and communications, financial aid opportunities, mental health support, and more.

SCALABILITY

- Initiated a way to cost-effectively scale using Experience Cloud

- Utilized Path and related coaches guide content, with low-lift training and modest ongoing user support

VISIBILITY

- Increased transparency and understanding of workflows and tasks

- Intuitive access to resources creates moer ease in the managing caseloads and supporting fellows

USER EXPERIENCE

- Created self-guided, intuitive interface for coaches

- Simplified unnecessary components and identified essential areas to make more robust. - strategy

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5-STAR CUSTOMER REVIEW

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