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NGO

Case Study

Powering Global Human Rights Impact with Salesforce Digital Experiences

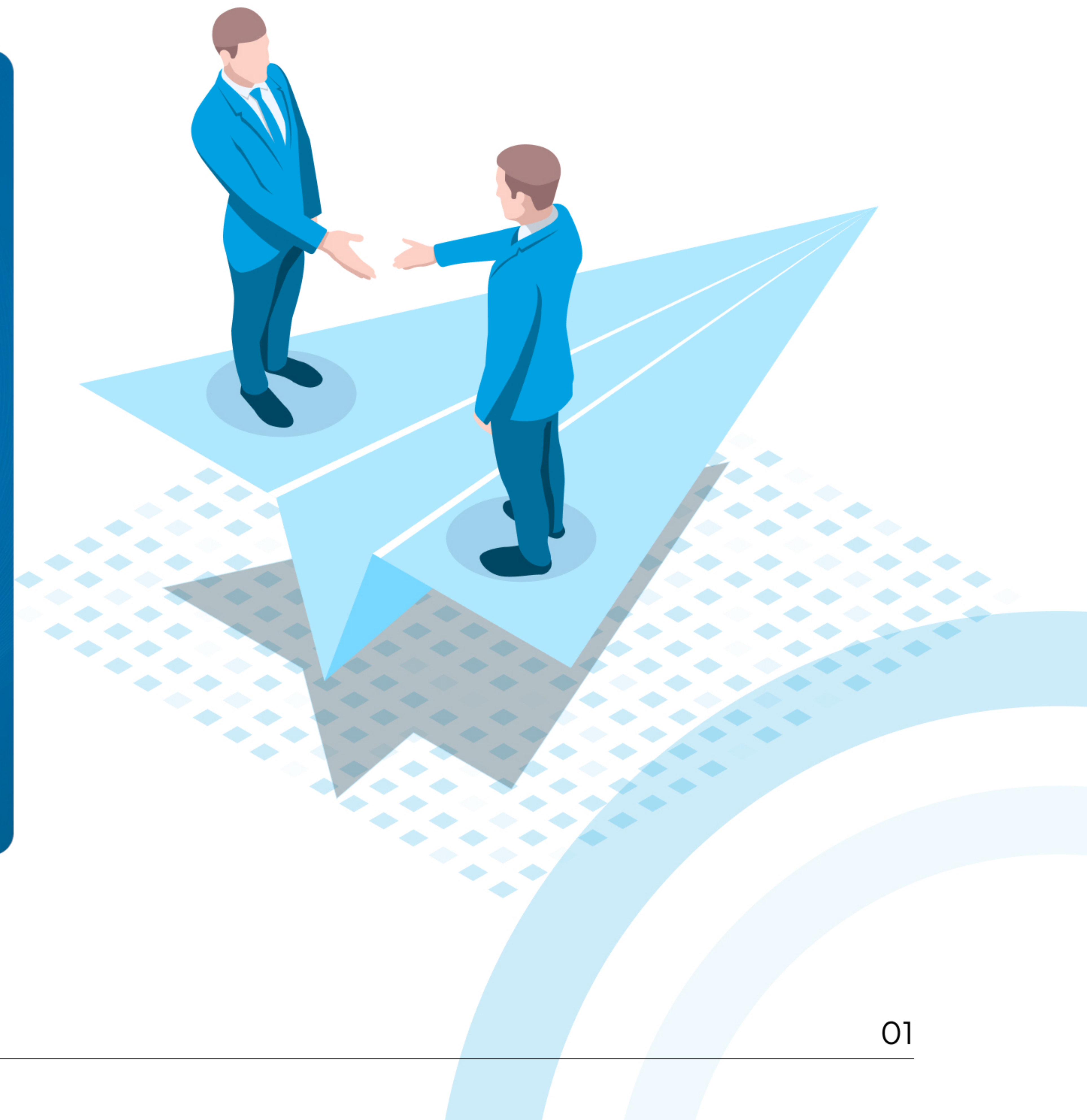
NGO Partner Management Transformation

Client Overview

Our client operates as an international 501(c) non-governmental organization dedicated to advancing human rights, law, and law enforcement initiatives worldwide. With a vast network spanning multiple countries, they coordinate with community-based organizations, non-profits, and government agencies to drive meaningful social change.

Challenges

- Partner management was fragmented across multiple countries.
- No standardized processes for engaging community-based organizations, non-profits, and government agencies.
- This lack of alignment hindered effective coordination of human rights initiatives.



Project Overview

Recognizing opportunities to enhance their global impact, the NGO partnered with Previset to strengthen partner engagement and collaboration capabilities. While their mission-driven work was making a difference, there were significant opportunities to optimize partner coordination, standardize engagement processes, and improve visibility across their diverse network. The organization sought to transform their approach to partner management, moving from fragmented processes to a unified, scalable platform that would amplify their collective impact. Our collaboration focused on implementing a comprehensive Salesforce-based solution using the Salesforce Platform and Digital Experiences to create seamless partner onboarding, enable real-time collaboration, and provide data-driven insights for strategic decision-making

Our Approach

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- **Customized Partner Registration Portal** – Streamlined onboarding and captured essential partner information and capabilities.
- **Real-Time Collaboration via Salesforce Chatter** – Enabled partners to share updates, coordinate initiatives, and access shared resources instantly.
- **Custom Reporting & Analytics Dashboards** – Tracked partner activities, measured collective impact, and informed data-driven decisions.
- **Self-Service Capabilities through Digital Experience** – Reduced administrative effort and improved engagement for partners.
- **Agile Implementation & Change Management** – Supported smooth adoption across partners with varying technical expertise.

Tech Stack

Salesforce Platform, Salesforce Digital Experiences



The Results

- **Faster Partner Onboarding** – Reduced registration time from weeks to days, accelerating network expansion and program launches.
- **Improved Management Efficiency** – Real-time visibility into partner activities across all regions.
- **Stronger Collaboration** – Partners reported improved communication and resource sharing, enabling more coordinated human rights initiatives.
- **Data-Driven Decision-Making** – communication and resource sharing. The centralized analytics provided unprecedented insights into collective impact, enabling strategic resource allocation and program optimization.

Key Takeaway

This demonstrates how Previsé transforms complex multi-stakeholder NGO operations into streamlined, collaborative networks that amplify global impact. Our expertise in Salesforce Digital Experiences enables organizations to build meaningful partnerships that drive social change at scale.

T H A N K Y O U

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