CHALLENGE

The online engagement platform the Citizens Utility Board (CUB) of Illinois used was antiquated, cumbersome, unintuitive, and overpriced. The interface lacked the ability to create sophisticated email templates and online forms, causing public-facing communications to look less professional than the organization wanted them to be. Staff wasted valuable time and customer service was lacking due to feature gaps and outdated functionality.

SOLUTION

When CUB's contract with the legacy platform was coming to an end, the organization selected Agile Cloud Consulting to help the organization with the migration to a new system. Agile Cloud Consulting migrated the organization's data from Luminate Online to the Nonprofit Success Pack within the organization's existing Salesforce instance. The team also implemented Salsa Engage for the organization's online engagement.

RESULTS

In no time, Agile Cloud Consulting became a trusted member of the client's team. CUB now has a way to seamlessly create sophisticated email templates for donor outreach, which increases engagement. Simplified ways to manage fundraising has saved staff valuable time, ensuring they can focus on the organization's mission. Thanks to the migration and the partnership with Agile Cloud Consulting, CUB has saved enough money to cover one FTE's salary.
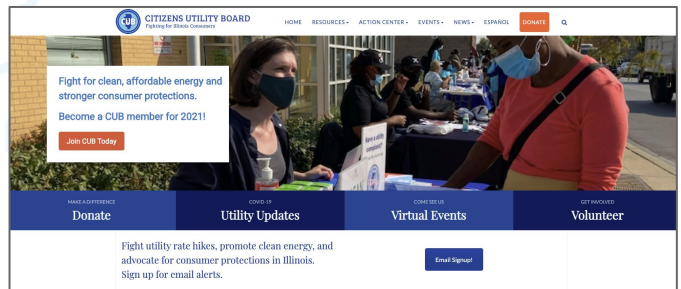
CITIZENS UTILITY BOARD
Fighting for Illinois Consumers

"Our nonprofit hired Agile to help us with the migration. It was a big project and I can't imagine how we could have done it with Agile's patient, thorough, and knowledgeable help. Thank you!"

Sarah Moskowitz, Deputy Director

ABOUT THE CLIENT

Since its inception in 1984, the Citizens Utility Board (CUB) of Illinois has been working for lower rates and better service from the state's investor-owned electric, gas and telephone companies. Over the last 32 years, CUB has saved consumers over $20 billion by blocking rate hikes and winning consumer refunds.

ABOUT AGILE CLOUD CONSULTING

Agile Cloud Consulting provides end to end Salesforce services. Our expertise extends beyond technology and into business process and strategic planning for the future. We specialize in for-profit, non-profit, higher education, and healthcare utilizing years of experience and hundreds of successful implementations to help you achieve your organizational goals.