Profisee Customer Success: American Heart Association

How Profisee helped AHA achieve their Insight Driven Enterprise.

INDUSTRY **NON-PROFIT ORGANIZATION** | MDM DOMAIN **DONOR**

American Heart Association®

life is why®

The American Heart Association (AHA) is a non-profit organization in the United States that fosters appropriate cardiac care in an effort to reduce disability and deaths caused by cardiovascular disease and stroke. It is currently headquartered in Dallas, Texas. The American Heart Association is a national voluntary health agency.

22.5 MILLION SUPPORTERS

3,000 EMPLOYEES

156 LOCAL OFFICES

"The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies and provide lifesaving tools and information to prevent and treat these diseases."

Challenges

Need a Complete View of Donors

- Donor (customer) data is captured across multiple systems. 40 million records to master: lots of data, lots of different places.
- Wanted to roll out a corporate data governance strategy with workflow process
- Need to integrate with Microsoft tech stack including easy integration with Dynamics.
- Need to support data migration from old to new CRM.

Strategy

Create Single View of Donor

- Find **cost effective MDM solution that works with the Microsoft stack** including Dynamics
- Select a tool – **that supports data migration** from Siebel to Dynamics.
- Create Donor Golden Records by matching and de-duping existing records. **Set up process for ongoing data harmonization including data governance workflow process**.

Outcomes

- Consolidated 40M total customer records into golden donor records. Cleansed, de-duped trusted data now.
- CRM Migration completed with much higher quality, trusted data.
- Better reporting & analytics; know their donors especially repeat donors.
- Created target marketing campaigns to increase donor response rate and donation amounts.