



Matthews HELP Center

TWO COMMUNITY IMPACT PROJECTS DELIVERED BY CENTRIC CONSULTING SPONSORED BY PIEDMONT NATURAL GAS AND DELL-EMC

Providing short-term assistance to those facing financial crisis

Problem: In 2016, Matthews Help Center (MHC) sought Apparo's help to implement Salesforce as a replacement for a cumbersome, unreliable and time-consuming data tracking and reporting system they had in place.

Solution: Apparo matched MHC to Centric Consulting, who implemented Salesforce with them through two Community Impact Projects that were completed in 2018.

Outcomes + Impact

- Increase in efficiency, which **saves 15+ days of work each month**, across five staff members
- Reduction of expenses through **elimination of three temporary staff positions**
- Enriched client service through more time per appointment, ability to be served by permanent staff members and new services tailored to changing needs
- Enhanced ability to plan for organization's future
- Increase in employee satisfaction



"I can now provide deeper impact. I can spend more time with each client and feel refreshed and ready for the next client. Not having to worry about the data and reporting makes me a better social worker, and our clients get better service."

Kelly Trott
Social Work Manager, Matthews HELP Center