



Texas Baptists



Industry:
High Tech

Technologies:



Customer

From its inception in 1886, the BGCT has been actively involved in education and social ministries, as well as evangelism and missions. The BGCT has supported and/or established numerous schools, including Baylor University, the world’s largest Baptist university, and Southwestern Baptist Theological Seminary (now operated by the Southern Baptist Convention), currently the largest seminary in the world. The BGCT has assisted in the development of seven hospitals, four children’s homes and five senior homes. The Convention also assists in starting hundreds of new churches each year as it strives to share the gospel with every person in the state of Texas.



Challenge

BGCT was looking to leverage cloud technology to support the growing needs to make sure their relationships with several organization as well as create a streamlined communication channel with the new relationships being built on the yearly basis. They were looking to enable different channels of communication so they could understand their customer through-out their journey allowing BGCT to progress their mission at a pace that keeps up with the ever-changing demands of their customer.

Eagle Creek at a Glance:

In 1999 Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper mid west.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.



Solution

Eagle Creek was selected for technological expertise, ease of engagement, knowledge of their current CRM (Siebel) application and versatility. The solution was built utilizing the Salesforce Service Cloud and leverages Lightning framework to provide a responsive user interface, reporting, based on the complexity was built using three tools, Salesforce, Conga (Sales AppExchange app) and Oracle BI Publisher. Utilizing the Salesforce product suite, the client has been able to streamline, customer communications, operations, and service and gain a consolidated understanding of their customer at every stage of the journey.