ascentcloud

CUSTOMER SUCCESS STORY

Pets for Patriots Doubles Its Ability to Match Pets with Veterans

We could not have grown to this point – full stop – without GP. We couldn't even do half of what we've done.

Beth Zimmerman
Founder and Executive Director, Pets for Patriots

The Challenge:

- Pets for Patriots is run by a small team and needed to automate as much of their process as possible as volume has grown exponentially
- Operating as a charity at the national-level, having to service 40 different states, required a mapping tool that spanned a large database
- Needed a solution with support that was responsive and willing to go above and beyond to help out a small team with complex processes
- Specifically wanted a solution that could do both radial and driving distance searches

Why Geopointe?

- Takes the manual mapping out of the equation so the geographic pre-application process is quicker and more accurate
- Our team provided support throughout the onboarding process, increasing their time to value
- Having worked with various consultants on their Salesforce instance, no alternative has ever been recommended – Geopointe is "without peer"

The Results

- ✔ **Small Team, Large Volume** – Geopointe helps automate all the processes determining if a veteran lives within an existing program area, giving a decision to veterans within minutes. This allows them to process more applications and help more veterans.
- ✔ **4,000 Adoptions and Counting** – Geopointe automates processes enough for a small team to adopt out 25-30 pets to veterans per month. Results like this are unexpected for a team of their size.
- ✔ **Better Customer Experience** – Using distance data has allowed Pets for Patriots to better service their beneficiaries, ensuring that veterans are within a pre-determined driving distance of an animal shelter. This creates a much higher level of customer satisfaction, and the ability for a small organization to service its customers.