



JOURNEYTEAM

A Unique CRM Solution

Built to Manage and Track Donor Data

By implementing Microsoft Dynamics 365 along with other Microsoft tools, KSBJ Radio of Hope Media Group can better manage its donor data, target their audiences effectively, and simplify their user platform to make informed business decisions.

89.3 KSBJ & Hope
God listens.
media group

Hope Media Group (HMG) is a family of brands that serve to connect people in Houston and around the world more deeply to God through radio, events, online content, and mobile apps. Their family of brands reaches over 2 million people each month and includes KSBJ, NGEN Radio, Vida Unida, HOPE ON DEMAND, Special Events and AMEN: The Prayer App. JourneyTEAM worked under the direction of Hope Media Group to build a secure Donor/user platform for all of their brands.

The Challenges

Challenge 1: Donor Management Portal

Hope Media Group interacts with many selfless donors and their old donation platform was no longer meeting their needs from a scalability, data, and reporting standpoint. HMG developers needed to be able to easily access and sort this information from a user platform on the back-end in order to make important data-driven decisions.

Challenge 2: A Single Organized Data Source

Another obstacle Hope Media Group was facing was their data was housed in many different locations with no consolidated views of their donor information across their platform. This made it hard to evaluate the data gathered and easily view the data tied to those donating. In addition, scattered data led to manual and tedious market engagements, with no ability for the marketing department to really leverage skill sets, target the correct audiences/donors, and it also complicated their outreach for future fundraising activities.

Challenge 3: Recording and Tracking Donations

Hope Media Group was struggling to properly manage all of the customer info from those who would donate, volunteer, request prayer or participate in events. Info gathered from donors and listeners needed to be well tracked and organized to get to the right knowledge platform. Better tracking of these interactions would help these tasks get completed, as well as help HMG have better insight into their listening/donating patterns.



The Solution

Microsoft Dynamics 365 CRM applications paired with Power BI

JourneyTEAM Architects worked closely with HMG's team to implement several features in Dynamics 365, Power BI, and a complex integration with Charity Engine, a new donor portal and payment gateway. With implementing these Microsoft technology's, Hope Media Group now has **fewer platforms to manage**, and **greatly improved integrational platforms** that communicate with, and update each other. Finding and piloting this portal solution is leading to **simplified, user-friendly business processes** to **better keep track of and easily access** Hope Media Groups®.



The Outcomes

With the Implementation of Dynamics 365, Hope Media Group improved many of their business processes by:

Migration to a Unified Platform for Efficient Donor Management: HMG now has fully integrated and unified donor management, donor portal, and reporting of data across their organization to be able make quicker and better-informed decisions. In order to accomplish this, current and historical contact, activity, and payment data was migrated from Allegiance to Dynamics 365, while also importing additional data to consolidate the donor information from the contact and household viewpoint. A Gravity forms integration was leveraged with WooCommerce to bring in website form captures, and website orders into Dynamics 365. They now have one source of truth for all donor information which improved collaboration between departments, and Increased efficiencies that allow for more donor/listener facing interactions.

Visual Data to Better Target Audiences: Visual Analytics of donor history and interactions are now at HMG's fingertips in Power BI to help track and evaluate their data. In addition to that, Dynamics 365 Marketing is now utilized to enable the radio stations marketing team to leverage data dynamically across their entire organization to build segments, customer journeys, and deploy unified marketing initiatives. Additionally, fundraising and donor management has become scalable and unified.

Donor/Listener Management and Tracking: To best keep track of donations, prayer requests, and customer surveys, individual custom model-driven apps were also created for each item. Dynamics 365 Customer Voice was used to manage and sort the survey responses in one of these apps, which also led to reduced manual work. This eliminated duplicate time entries, provided better documentation, and gave a 360-degree view of customer interactions that was easily evaluated all in one place.



The Results



Unified System



Improved Business Processes



Easy to Use Customer Tracking



Improved Data Visualization


The Next Steps

STEP 1




Contact
JourneyTEAM
Experts

STEP 2



Get end-to-end
guidance

STEP 3



Enjoy efficiency,
scalability,
security, and so
much more

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Why JourneyTEAM

JourneyTEAM is an award-winning, Gold-Certified Microsoft Partner that specializes in all three Microsoft Clouds: Modern Workplace, Microsoft Azure, and Microsoft Business Applications, including Microsoft Dynamics 365 and Power Platform.

JourneyTEAM is dedicated to helping customers achieve a competitive advantage by identifying the best solutions and services that accommodate their business needs. JourneyTEAM provides consultation, training, and implementation in the United States, developing and deploying connected business technology solutions that help leading global companies across several industries, including Finance, Manufacturing, Media & Communications, and Healthcare, get to market faster and achieve continued success.

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"Through our relentless pursuit of excellence, we simplify and effectively use technology to create a positive, lasting impact on the world."

—JourneyTEAM Vision Statement