

# Successful Implementation Delivers More Flexible, Easier-to-Maintain CRM System

## CRM project profile

KENNETH COPELAND  
MINISTRIES

### Customized Legacy System Inhibits Flexibility And Growth

Kenneth Copeland Ministries (KCM) has been in existence for over 40 years and is one of the largest ministries in the world. Behind the message of faith is a business with complex processes in place to handle up to 10,000 pieces of mail and 5,000 calls daily, accommodate and respond to very specific written communications and prayer requests, support new outreach programs, and process and ship orders for over 8,000 different KCM products. For the past 7 years, KCM has utilized software that has been customized to accommodate the unique requirements of the organization. However, the system had become so heavily customized that it required significant IT staff to maintain, was very slow to react to the needs of the organization, and was essentially standing in the way of KCM's future growth.

**Industry:** Not-For-Profit

### Oracle Applications:

- Siebel CRM application (Siebel Call Center, eSales, Marketing, and Analytics)
- **Market Maker Solution**

### Oracle Titan Award

"2007 Honorable Mention - CRM"

### Siebel CRM and eVerge Group Offer Solid Solution

Within weeks of joining KCM, James Tito, CIO, determined that a complete replacement of the system was the only real solution to the problem. As part of the evaluation process, KCM looked at Microsoft CRM, Donor Direct (software specifically designed for ministries), Salesforce.com, and Siebel CRM. Ultimately, they chose the Siebel CRM solution with eVerge Group as the implementation partner because Siebel CRM was the only solution that could accommodate KCM's complex functionality requirements, and because eVerge Group was a solid, knowledgeable partner that would be there for the long haul. According to Tito, "We liked and trusted the implementation team from eVerge Group. They didn't just tell us what the software could do, they showed us... there was no bait and switch!"

### Success Metrics:

- Initial user training reduced from 6 weeks to 2 weeks
- Rapid setup of marketing outreach campaigns (lead time reduced from months to days)
- Transition from highly customized (80% customization) to packaged software application for easier maintenance and upgrades
- Enhanced operational efficiencies around marketing campaign setup, tracking and reporting
- Lower total cost of ownership
- Unification and collaboration of all customer relationship areas across the ministry
- Enriched customer data through better data gathering processes

### Focus and Teamwork is Key to Successful Implementation

One of the keys to the successful implementation of the Siebel CRM system at KCM was a consistent, unwavering vision of the ultimate solution that was supported from the top down. A comprehensive change management program that included constant communication, open discussion of the psychology of change, hands-on use of early system prototypes, and heavy involvement of KCM personnel in the training process helped keep the entire organization focused on the end goal. eVerge Group developed an initial system prototype based on requirements established in the statement of work phase. KCM user groups then utilized the prototypes and provided feedback through three iterations of prototyping. This hands-on usage in the development process helped create an acceptance of, and excitement for the new system.

### Client Feedback:

*"We liked and trusted the implementation team from eVerge Group. They didn't just tell us what the software could do, they showed us."*

**James Tito, CIO**

### CRM System Delivers Expected Results

The new CRM application delivered on every one of the objectives set at the beginning of the project. The system integrates all of KCM's inbound customer touch points (mail, web, and phone) to facilitate the processing of partner inquiries, retail orders, contributions and prayer requests. A sophisticated module was also developed within the application that enables KCM to respond to incoming correspondence with highly personalized letters and emails that address specific issues raised within the correspondence. The new system is much more flexible in supporting outreach programs (including campaign setup, tracking and reporting) and has enabled KCM to significantly cut training times for new associates because of its web-driven interfaces.



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