

Bridging the Gap: A Data-Driven Transformation of Child Sponsorship Communication

WHO WE ARE

“UB Technology Innovations is a leading provider of Power BI services, offering expertise in crafting exceptional dashboards. Our expertise assists clients in their digital transformation endeavors by streamlining the process and gaining a competitive advantage through rapid app deployment”

WHAT WE DO

- Streamlined data management process
- Cost-effective
- User interface
- Sustainability
- Scalability



THE CLIENT

Our client has evolved into a leading non-governmental organization, extending its reach to remote rural villages of Nairobi. With a devoted team of over 1700+ Kenyan staff members, a global network of partners and leaders, and the unwavering support of missionaries, the organization has become a beacon of hope for countless children and families.



CHALLENGES

1. The organization encountered several significant struggles that hindered its operations,
2. ·Message Security: The organization faced persistent challenges in ensuring that sensitive or inappropriate content was filtered from messages exchanged between sponsors and children. The lack of clear visualizations for flagged messages made monitoring and managing content effectively difficult, leading to delays and inefficiencies in ensuring secure communication.
3. ·Message Tracking: Monitoring the status of message exchanges was difficult, particularly identifying successfully delivered messages versus those held back due to content issues.
4. ·Data-Driven Insights: Analyzing communication metrics, such as response times and message flow segmented by gender and region, lacked efficiency. The absence of advanced analytical tools made it harder to understand engagement patterns and make informed decisions to improve sponsor-child interactions.
5. ·User-Friendly Interface: The platform for managing and monitoring message flows lacked clarity and intuitiveness, hindering the efficiency of CS teams and delaying their ability to address issues promptly.
6. Workflow Visibility and Bottleneck Identification: There was no system in place to provide insights into the time taken at each stage of message handling. This led to delays caused by bottlenecks in various steps of the process, such as approvals by Customer Support (CS).





SOLUTION

To address these challenges, the organization implemented a comprehensive messaging system integrated with Power BI for data analysis.

The solution involved:

- **Message Flow Management:** A structured message flow was designed using Power BI for the CS team, resolving the issue of inappropriate or irrelevant communication. Power BI's analytical capabilities allowed for seamless tracking and verification of messages, ensuring content compliance while enhancing stakeholder trust and maintaining communication standards.
- **Message Tracker Dashboard:** A user interface designed to visually represent the status of messages. It uses color coding—green for successfully delivered messages and red for those held—allowing quick assessments of communication flow.
- **Advanced Data Analytics System:** Leveraged Power BI to develop a robust data analytics platform, encompassing the following key features
 - Power BI provided actionable insights into communication trends, enabling the CS team to identify regional and gender-specific challenges in message delivery. This empowered the team to adjust their approach, ensuring more effective and timely communication.
 - Evaluating the time taken for message delivery to ensure timely communication between sponsors and children.
 - Differentiation between High School (HS) and Primary messages to address specific processing needs and timelines.
- **Prioritization Alerts:** Prioritization alerts played a pivotal role in ensuring urgent messages were addressed promptly, significantly improving response times and fostering better engagement between stakeholders.
- **Workflow Insights and Bottleneck Analysis:** Integration of KPIs to measure:
 - Average days from the time a message is received until it is approved and sent to the sponsor.
 - Average time messages spend at each step, including CS and SW processing.
 - Specific delays at stages such as CS initial approval, SW task completion, and final CS approval before sending to sponsors.

The screenshot displays a web application interface for message tracking. At the top, there are several filter dropdowns: Student Type (set to SCHOOL), Home Center Name, Center Name, School Name, Class, and Section. Below these filters, there are two main panels. The left panel, titled 'MESSAGES', shows a table with columns for CHILD and SOCIAL WORKER. The right panel, titled 'XXX - 022945 Class Form X', shows a detailed view of a message with columns for RECEIVED DATE, MESSAGE, DONOR NAME, STATUS, DELIVERED TO STUDENT, and ACTION. The message status is 'Under Review'.

CHILD	SOCIAL WORKER
ABCD (022976) Lorem Ipsum	Mr. XXX
ABCD (022976) Lorem Ipsum	Mr. VVV
XYZ (022976) Lorem Ipsum	Mr. AAA
PQRS (022976) Lorem Ipsum	Mr. BBB

RECEIVED DATE	MESSAGE	DONOR NAME	STATUS	DELIVERED TO STUDENT	ACTION
Date/Month/Year	Hi Mr. XXX, How was your time...	Mr. XYZ	Under Review		





SOLUTION BENEFITS

- The implementation of this solution provided several significant benefits:
- **Enhanced Communication Security:** By filtering messages for inappropriate content, the organization ensured a safe communication environment for both sponsors and children.
- **Data-Driven Insights:** The integration with Power BI allowed the organization to make informed decisions based on real-time data analytics, helping them identify trends in communication and areas needing improvement.
- **Operational Efficiency:** The message tracking dashboard streamlined the CS team's workflow, allowing them to focus on high-priority communications while effectively managing their workload.
- **End-to-End Visibility:** The KPIs provided a clear picture of the entire workflow, highlighting bottlenecks and allowing for targeted improvements.
- **Timely Approvals:** By analyzing delays at each step, the organization was able to train teams, allocate resources, and improve response times.
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ABOUT US

UB Technology Innovations, Inc. (UBTI) is a leading global technology solution provider with more than 3 decades of experience across all industries, specializing in Capital Markets (Asset Management), Logistics and Healthcare. We are the preferred Microsoft Gold Certified partner backed by a world-class team of Microsoft Certified experts with rich experience in Azure Cloud Platform and Data Analytics.



UB Technology Innovations, Inc.
2401 E Katella Ave, Suite 450
Anaheim, CA 92806



www.ubtiinc.com



[company/ubti](https://www.linkedin.com/company/ubti)



info@ubtiinc.com



+1 (714) 912-1600



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