Second Helpings Data Consolidation Project

CHALLENGE

Founded in 1998, Second Helpings is an Indianapolis nonprofit organization that addresses food rescue, hunger relief, and culinary job training. As part of its mission, Second Helpings accepts donated perishable and overstocked food to prepare nutritious meals for thousands of hungry children and adults every day and distributes them free of charge through local social service agencies in Greater Indianapolis. Second Helpings would like to improve their means of tracking food donors' data within their existing data management system.

PROBLEM

Second Helpings rescues over 200,000 pounds of food a month from restaurants, hotels, and events and turns that food into nutritious meals that go to over 80 local service organizations. The organization's historical 20-year-old food donor data was housed in multiple spreadsheets. This practice restricted accessibility to this stored data and made it difficult for Second Helpings to track and analyze this information.

SOLUTION

A netlogx project management team was brought in by Second Helpings to lead a data consolidation initiative. The goal of the project was to construct a standardized database that includes information regarding food donors. This data was uploaded into Second Helpings' Salesforce customer relationship management software platform.

netlogx broke the project down into four phases.

- **Phase One:** Information migration. The purpose of this phase was to gain access and a general understanding of all past and current information stored on food donors dating back to 1998.
- **Phase Two:** Transform the data collected. netlogx was tasked to build a standardized database using Salesforce naming conventions and to converge the existing spreadsheets into a molded template for the database.

- **Phase Three:** Upload the data into Salesforce platform. This allowed Second Helpings to access and better analyze its historical food donor data in one place, instead of on multiple spreadsheets.
- **Phase Four:** Provide training to Second Helpings Salesforce users on how to use the new system. To assist with this educational assignment, netlogx created an instructional document on how to upload the database and use the database correctly. The primary focus is to ensure Second Helpings management can efficiently use the information provided to them.

ADVANTAGES

- Standardized and consolidated data into one source
- Provide consistency of food donor data over multiple years
- Improved accuracy of food donor data

RESULT

As a result of netlogx' practices, Second Helpings became more knowledgeable and operated more efficiently by reducing employee effort and time to better manage the food donor information.

Highlights:

- Smooth transition into utilizing the Salesforce platform
- Ability to easily analyze data to help make predictable and prescriptive operational decisions