



## Non-Profit Organization

**City/State:**  
Philadelphia/  
Pennsylvania

**Client:**  
ACANA

**Industry:**  
Non for Profit

## The Client

The African Cultural Alliance of North America Inc. (ACANA) is a 501 (c) (3) non-profit organization found in the heart of Southwest Philadelphia, specifically in the Chester Avenue Business District. ACANA was founded as a neighborhood arts and cultural community development organization about twenty years ago. Since its founding, ACANA has strategically positioned itself to build community relations, encourage civic engagement and supply a sundry of other services to help all residents in Philadelphia. ACANA CDC currently supplies services such as street and sidewalk litter removal, public safety services and other public space maintenance activities. ACANA also provides technical support to small and medium business owners with the principal goal to increase the delivery of public services to multiple low- and moderate-income businesses to enable them to supply needed goods, services while spurting job opportunities to all residents.

## Problem

To improve internal processes and executive reporting, ACANA was looking to deploy a service desk solution to improve the organization's efficiency through the digitization of key customer facing processes i.e., intake, consent form, service request lifecycle and tracking, and improve executive reporting.





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# The Solution

Capstone Strategy Group implemented Zoho Desk, Zoho Creator and Zoho Analytics for ACANA to digitize the intake process and the eConsent form, improve tracking of ongoing requests. Further, the solution enabled ACANA to better manage requests for benefits and provided an organizational view of key metrics and real time reports in a dashboard.

Intake Form

Name \*

Gender \*

E-mail

Phone number \*

State of Residence \*

Date of Visit \*

Reason of Visit \*

TICKETS KB CUSTOMERS ANALYTICS ACTIVITIES COMMUNITY SOCIAL ACANA

The Headquarters

Team Feeds

Views

ALL VIEWS

- All Tickets
- Closed Tickets
- Customer Responded To...
- Miscellaneous
- My On Hold Tickets
- My Open Tickets
- Agent Queue
- Teams Queue
- Tags

#354 Benefits Counseling (2 days ago)

#349 Benefits Counseling (4 days ago)

#348 Benefits Counseling (4 days ago)

#347 Benefits Counseling (4 days ago)

#346 Benefits Counseling (4 days ago)

#345 Benefits Counseling (4 days ago)

#344 Benefits Counseling (4 days ago)

Tickets received in all days

Home ACANA Analytics

Columns: REPORTS FIVE, COLUMNS, COLUMNS TO TOTAL, CRITERIA

REPORTS	FIVE	COLUMNS	COLUMNS TO TOTAL	CRITERIA
Contact - Annual Income	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact - Dependents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact - Household Size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact - Total Revenue Received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact - Total Revenue To Get	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ticket - Direct Funds From ACANA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ticket - First Response Time in Business Hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ticket - Number of Comments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Home ACANA Analytics

Resolution Time

Tasks

Teams

Tickets

Dashboards

- AgeRtStats\_SWCDC
- AgeRtStats\_SWCDC
- Benefits\_Services\_SWCDC
- Benefits\_Services\_SWCDC
- EthnicityStats\_SWCDC
- OutreachRtStats\_SWCDC
- People\_Served\_SWCDC
- People\_Served\_SWCDC
- RaceStats\_SWCDC
- RaceStats\_SWCDC

zjzCode\_SWCDC (Last modified 48 mins ago)

Referral\_Source\_SWCDC (Last modified 3 mins ago)

Referral\_Source\_SWCDC (Last modified 3 mins ago)

RaceStats\_SWCDC (Last modified 2 mins ago)

People\_Served\_SWCDC (Last modified 3 mins ago)

People\_Served\_SWCDC (Last modified 3 mins ago)

People\_Served\_SWCDC (Last modified 3 mins ago)