



Take Care

CASE STUDY



B2C | Social Impact Services | Custom Salesforce Build

BIWISE
INDUSTRIES

Take Care was created to answer the call for our community. We were made to stand up and help our neighbors. We knew Bitwise Technology Services had the technology, expertise, and resources to provide us with the tools we needed to reach our community and help them when and where they needed during a difficult time. We are determined to take care of each other in a new way and Bitwise showed us how to get there.

Chanelle Charest - CEO, Take Care



Take Care at a Glance

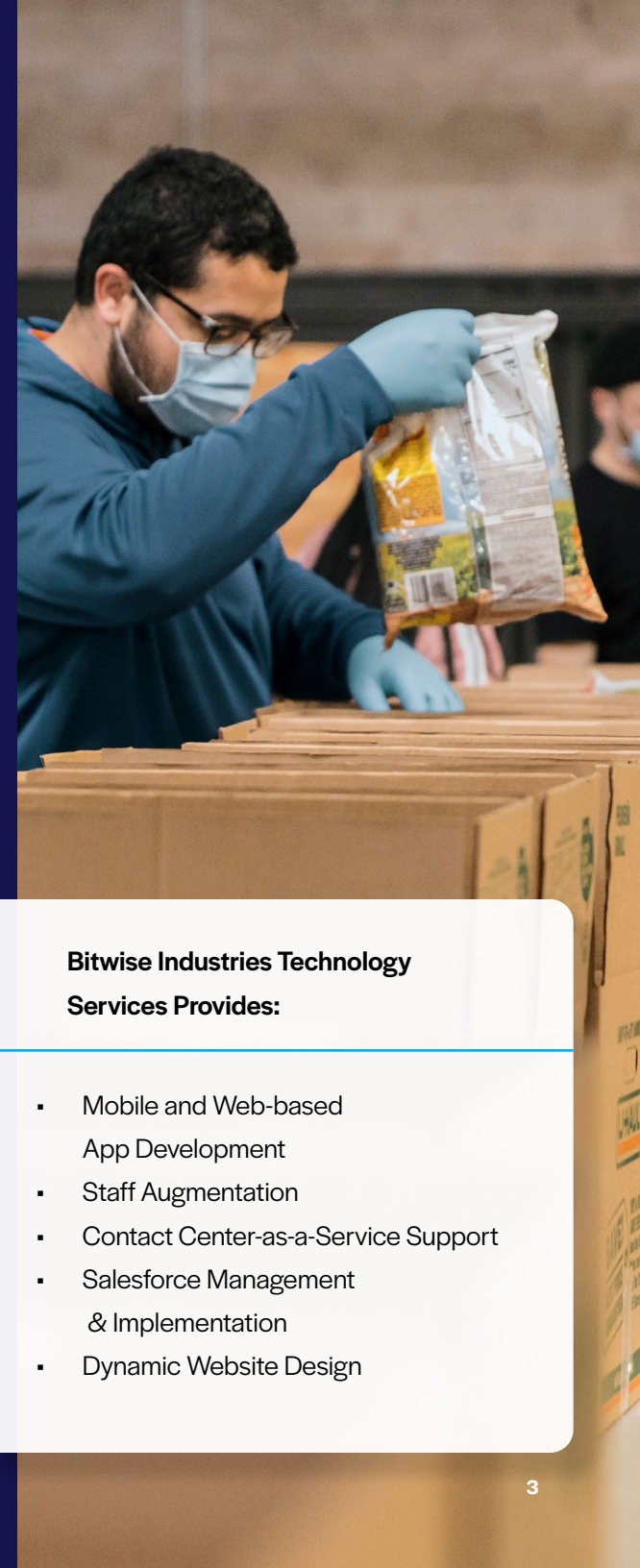
Industry: Grocery / Delivery Service

Founded: 2020

How did we get here? As cities across the United States—and the collective global community—quickly began to shelter in place to flatten the curve in response to the Coronavirus, this question was on the mind of every person as they realized “home” was fast becoming the only safe place. With so many conflicting reports in the media, it appeared at every level of expert and authority that no one had an agreeable solution on how to handle the magnitude of this global pandemic. One thing was certain, COVID-19 was a real threat pointed at individuals in certain age and socio-economic groups. Lives were at stake and communities were willing to sacrifice to save them.

When Bitwise Industries Co-CEOs, Jake Soberal and Irma Olguin Jr., were preparing their company to shelter in place, they realized how vulnerable certain groups in their local communities would become once unable to leave their homes because they were in those at-risk categories. Channelle Charest, CEO of Take Care, was quickly handed the reins to lead this community-care initiative and she leaned into the request to provide essentials with the firm belief that Take Care was built for this moment and people would come together to do what it takes.

The immediate needs of the community overwhelmed even the expectations of Take Care. They knew a simple spreadsheet would not adequately support the complexity of this project—catalog personal details from recipients, coordinate a small army of volunteers, gather itemized groceries, and account for allergies and special requests before dispatching these much needed necessities into the community. People were depending on this to work. It needed to be seamless from the first day. The task was daunting, but doable. With help.



Bitwise Industries Technology

Services Provides:

- Mobile and Web-based App Development
- Staff Augmentation
- Contact Center-as-a-Service Support
- Salesforce Management & Implementation
- Dynamic Website Design



The Problem

Pandemic. Immunocompromised. Shelter in place. These words were not a part of everyday conversations as the Western world leaned into 2020. Slowly they all took on a strange reality as the COVID-19 virus stretched across the globe and firmly planted itself among communities within the United States. People consumed the news for updates on confirmed active cases and deaths. As the numbers reported grew, so did the fear and uncertainty that the U.S. would have to respond with an unprecedented move to shelter a population in hopes that lives would be spared.

How that unfolded at a community level was different. It was real because those were not “reported numbers” any longer. They were neighbors, families and friends. Potentially, the “numbers” would become the people seen at work, at kids’ schools, and at the store. If a person was in an at-risk category, they were putting themselves in danger of catching COVID-19 by being in public places like the grocery store. How could that person provide food for themselves or their family and still be safe? To make matters worse, the greater public response was one of early fear purchasing that left grocery store aisles void of non-perishable items, paper goods, bottled water, and protein. It’s hard to imagine where dinner will come from when a person can’t leave their home. And if you did, there might not be food at the store. In the community, these weren’t numbers. Real people had real problems.

Take Care needed a simple system put in place for that person to make a request for food and find reassurance that it would be safely delivered to their home.

The Solution

When Channelle Charest approached Bitwise, her needs list for Take Care was extensive, but she knew she had the strongest ally. Immediately, Bitwise deployed certified Salesforce admins into uncovering each step required for someone to ask for, and receive, food, and other essential items from Take Care within the three counties of Fresno, Madera, and Tulare.

Take Care is customer-facing, so a website needed to be built to clearly communicate the process to community members making a request with an integrated backend engine that could then process that request. The Take Care Salesforce Org was born and integrated into the site to receive the requests. The Take Care promise to recipients was a grocery box containing nine meals and any additional essential items that were in stock (e.g. toilet paper, hand sanitizer, paper towels, etc.). With 75 percent of the requests coming in via phone calls, Bitwise stood up a Twilio integration to transcribe and catalog every word from each call. These messages were also processed in the Salesforce Org and a ticket number assigned. Bitwise took all of those data points and plotted them through Salesforce to succinctly create an easy-to-comprehend, automated journey to get people food using this all-in-one digital platform. The basic steps in this three-fold process included:

Request Help (recipient provided): Gather recipient's contact information, family size, allergies, special delivery instructions, etc.

Volunteer Engagement: Recruit and coordinate volunteers for grocery-box assembly, create route maps, distribute boxes to drive teams for pre-determined route delivery.

Donate: Collect community donations, beyond Bitwise Industries' initial \$100,000 contribution, and create partnerships to further the reach of the Take Care initiative.

Running the entire process through Salesforce meant these steps would be streamlined and accurate to ensure every detail was considered, accounted for, and maintained for the team's success and safety. This process was put to the test with 100s of grocery orders being fulfilled each week. Bitwise's Salesforce solution enabled the Take Care teams to continually access this centralized digital hub and ease the burden of hunger put on people in three counties.





The Benefits

Today, the focus of Take Care is providing safe food delivery to at-risk residents during this pandemic living within three counties in the heart of California's Central Valley. Every step of the care process has been considered and successfully repeated. The Take Care website and Salesforce Org are fully functional and systematically automate the steps from the intake team to dispatch, assembly line to delivery. The easy-to-read custom dashboard within Salesforce clearly shows each step to volunteers and visually communicates where the order is in the process.

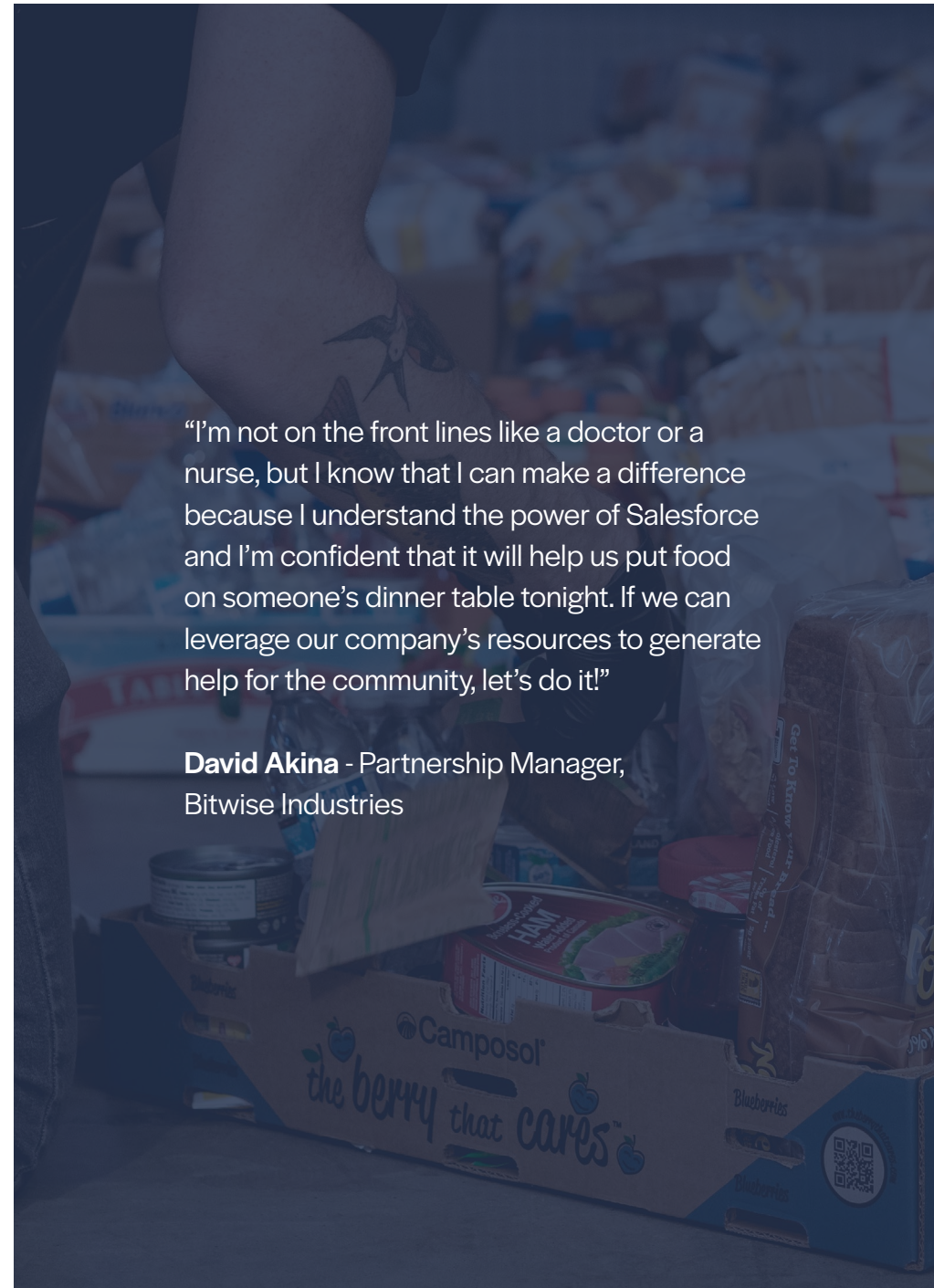
The need to feed people is obvious. The scalable marketplace for Take Care is global. There is not a city or town on the planet that is immune to the uncertainty of hunger, especially during times of crisis. During Take Care's first week, 150 families were fed. By the fourth week, Take Care was coordinating and delivering grocery boxes to more than 600 families. Within the first 30 days, just over 3,000 families in three counties received 18,000 meals. Neighboring municipalities, like the City of Stockton, recognized the life-saving capabilities of the Take Care program and quickly adopted it into their operational DNA. What happens when more cities start to take care of their own communities in this way? People find hope during difficult times.

This is more than feeding families, it's breathing life into communities where life is desperately needed.

Lasting Impact

Take Care was built on the backs of people who were willing to put themselves out there for the health and safety of strangers. These volunteers were willing to give their all to show a little kindness to a person or family in need. The reward for these folks is delivering another box of groceries to the next person. When they drop off that grocery box, they might not meet the person who's doorstep it belongs to and with social-distancing protocols they might not hear a thank you. But they don't work for accolades, they work for something bigger. They work to take care of the community they are a part of each day ... the place they call home.

There are larger problems to solve than the food delivery program of Take Care. Bitwise is available to research, organize, customize, and automate the steps for the next big problem, too. There isn't a challenge too big for Bitwise to consider. Just like the Take Care volunteers, Bitwise is not in it for the accolades. Bitwise exists to take care of community needs using automation and technology as their solution platform.



"I'm not on the front lines like a doctor or a nurse, but I know that I can make a difference because I understand the power of Salesforce and I'm confident that it will help us put food on someone's dinner table tonight. If we can leverage our company's resources to generate help for the community, let's do it!"

David Akina - Partnership Manager,
Bitwise Industries

Make Your Impact



Bitwise Industries specializes in custom software development, Salesforce implementation and administration, and Contact Center-as-a-Service. Our technology professionals have deep experience applying cutting-edge technology solutions to help entities of all sizes navigate the technology landscape to find solutions to optimize their operations. How can we help you?

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