



A High AI-Q[™]
Company

Salesforce Site.com Implementation for Member-Driven Life Sciences Association

Replacing rigid legacy CMS with a dynamic Salesforce solution to automate member management, event registration, and business operations.

Overview

We delivered a custom Salesforce Site.com solution to replace an outdated CMS, enabling dynamic content management and self-service member portals.

- Automated complex business processes including event registrations, coupon management, and payment processing using Apex and Visualforce.
- Achieved a significant reduction in administrative overhead and website maintenance time while streamlining membership enrollment for 800+ organizations.



Client Profile

This prominent US-based organization fosters interaction between policy makers and stakeholders in the life sciences sector. Representing a vast network of medical device, digital health, and biotech firms, they provide mission-critical advocacy and networking services across North America.

Manual Processes and Rigid Content Control

The association's growth was stalled by a fragmented and manual administrative landscape:

- **Operational Inefficiency:** Events, registrations, and membership renewals were handled manually, leading to delays and data silos.
- **Technical Dependency:** A rigid legacy CMS required technical staff for even minor website updates, frustrating non-technical business users.
- **Underutilized Salesforce:** A raw Salesforce instance lacked the specific customizations required to manage their unique member-driven business model.

- **Payment Friction:** Absence of an integrated payment solution for handling cancellations, refunds, and diverse membership tiers.

QBurst Solution: Integrated Salesforce Ecosystem

We designed a comprehensive solution centered on Site.com and Force.com to unify the client's web presence and backend operations. By deploying a drag-and-drop CMS interface, we empowered non-technical staff to manage site maps and content structure independently.

Key Transformation Components:

- **Event Automation:** Built an intelligent registration engine using Apex classes and Visualforce pages to handle early bird offers, duplicate checks, and discounts.
- **Self-Service Portals:** Implemented a Salesforce Community Portal allowing members to manage their own profiles, revenue summaries, and renewals.
- **Secure Payment Orchestration:** Integrated PayFlow Pro to automate financial transactions, including complex refund and cancellation workflows.
- **Marketing Alignment:** Integrated Pardot to ensure member data flowed seamlessly into their marketing automation and outreach strategies.

Key Features and Technical Highlights

- **Site.com Customization:** Intuitive templates enabling dynamic changes to website content and color schemes without code.
- **Force.com Development:** Custom-coded triggers and classes to manage high-volume event data and member validation logic.
- **Mobile-Ready Architecture:** Responsive design for the community portal to ensure members can access accounts via any device.
- **Automated Data Integrity:** Role-based access controls and triggers to maintain clean, synchronized data across 42+ community user accounts.

Impact

- **Reduced Maintenance Time:** Staff can now update layouts and content instantly, eliminating technical bottlenecks.
- **Streamlined Administration:** Automated event management significantly reduced the manual effort and cost associated with large-scale registrations.
- **Empowered Membership:** The community portal eliminated manual data entry for the client by shifting profile management to the members.
- **Operational Visibility:** Achieved a unified 360-degree view of member interactions, financial summaries, and event participation through a single platform.