



THE
JOSSELYN
CENTER

Mental Health For Clients
Hope For Families
Healing For Communities

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This reference letter is my official recommendation for NexGen Consultants, specifically Keith Watters and Maria Kelly, as Salesforce/Pardot consultants where they assisted us with our implementation of Pardot.

The Josselyn Center is a nonprofit where we provide affordable mental health services that make lives better for our clients, their families and the community they reside in. We also deliver comprehensive services on a sliding fee scale to help clients, many of whom are low-income, as well. Our services include outpatient therapy, psychiatry, case management, wellness, outreach, family resources and a therapeutic summer day camp.

Our organizational challenge prior to purchasing Pardot and partnering with NexGen was having two platforms, Salesforce for CRM and Constant Contact for email marketing, not integrated. More so, we were in need of a solution where we could integrate seamlessly with Salesforce, and our website, but also to send out mass emails, develop landing pages easily and to automate manual processes as we continue to grow. The overarching effort was to reduce manual effort, mistakes and errors while increasing our capabilities for marketing and outreach.

NexGen was extremely professional, diligent and analytical on gathering requirements while interpreting these requests to build an effective solution for our team. Most importantly to us, they always indicated practical applications through best practices and recommendations, and their work for our organization was pivotal for future revenue generation.

NexGen has been an exceptional partner in leading us on our journey to design and implement Pardot for driving value with our team and ensuring effectiveness. Their expertise to deploy an efficient data model, best practices and technical expertise, has given us the ability to be productive and efficient as The Josselyn Center seeks to obtain incremental revenue. Their team was responsive, experienced and pleasant as we are delighted to have NexGen as our Salesforce and Pardot implementation partner.

Please let this referral letter serve as an endorsement for any nonprofit organization considering NexGen as a Salesforce and Pardot partner!

Respectfully,

Liz Fruth
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Accredited for Outpatient Mental Health
Services for Adults, Children & Adolescents

United Way
of Metro Chicago

