

CASE STUDY

EMPOWERING HUNGER RELIEF: ROADRUNNER FOOD BANK'S TRANSFORMATION THROUGH SALESFORCE INTEGRATION



ABOUT ROADRUNNER FOOD BANK

Roadrunner Food Bank of New Mexico is the state's largest nonprofit dedicated to combating hunger. Operating as a food distribution hub, the organization delivers nearly 60 million pounds of food annually to a wide network of partners, including food pantries and soup kitchens.

In addition to food distribution, Roadrunner runs a comprehensive food rescue program, salvaging millions of pounds of food that would otherwise go to waste. The organization also supports long-term hunger relief through initiatives such as the Second Chances Job Training Program and public benefits advocacy, helping individuals access resources like SNAP.

Community involvement remains central to their mission, with volunteers and donors playing a critical role in advancing their goal to end hunger in New Mexico.



THE CHALLENGE

As demand for food assistance increased — particularly following the COVID-19 pandemic — Roadrunner needed to scale operations while maintaining efficiency, accuracy, and service quality.

They identified three primary challenges:

- Expanding Salesforce to support both Partner Management and Call Center teams
- Improving workflows and data transparency to eliminate duplication and strengthen communication
- Enhancing Call Center efficiency and service quality through automation and guided processes

Manual processes, limited visibility into data, and inconsistent workflows made it difficult to support partners effectively and provide consistent assistance to individuals seeking food support.

"I felt our partnership with Faye was a good fit from the beginning. At no point during the process did I feel pressured or regret our decision to pick them to work on our project."

- Chief Information Officer



THE SOLUTION

To address these challenges, Roadrunner partnered with Faye to enhance its Partner Relationship Management and Call Center capabilities through advanced Salesforce integration.

Faye worked closely with the Roadrunner team to:

- Streamline partner communications by tracking emails, calls, and calendar activities within Salesforce
- Implement workflow automation and guided user experiences to improve data integrity and reduce errors
- Optimize Partner Management processes for greater efficiency and improved strategic planning

For the Call Center, Faye reconfigured Service Cloud and the Service Console to create a more responsive and user-friendly environment. By implementing tools such as Path and Guidance for Success, agents were empowered with structured, on-screen assistance to deliver consistent, high-quality service.

Additionally, seamless integration with the existing 8x8 phone system via an AppExchange application significantly streamlined call center operations.



RESULTS

The transformation delivered measurable operational improvements across the organization:

- Reduced manual tasks and eliminated redundancies
- Improved data accuracy and transparency
- Enhanced agent responsiveness across communication channels
- Stronger strategic planning supported by reliable reporting

Partner feedback improved, internal teams operated more efficiently, and clients experienced more consistent, responsive service.

With Salesforce optimized by Faye, Roadrunner Food Bank strengthened its ability to scale operations, support informed decision-making, and continue advancing its mission to eradicate hunger in New Mexico.

