

gohenry

Fintech app gohenry prepares for greater growth with accurate data integration from Jitterbit

THE COMPANY

gohenry was conceived by a group of parents while watching their children play in a football match. Together, they identified a need for a simple, meaningful and real-life solution to **kids' money management** in today's digital economy and an increasingly cashless society. As there was no solution in existence at the time, they built their idea from the ground up, creating a service that firmly placed the control in young people's hands, while giving parents the visibility to guide kids through their first contact with money.

gohenry pioneered the youth fintech category with a mission to **make every kid good with money**. Launched in 2012, its award-winning product is helping **over 1.4 million** parents and kids gain confidence with money, with a debit card and money management app for children aged 6-18. It is a UK market leader and has recently secured investment funding led by U.S. growth-equity firm Edison Partners with investment from Gaia Capital Partners, Citi Ventures, and Muse Capital.

Financial literacy is a crucial life skill. But during the pandemic, the need to teach kids how to be good with money in a cashless world has magnified. Over the last year, gohenry has seen an **increased urgency** amongst parents to teach their kids money management skills, evident through the increase in its member numbers.



> ***With social distancing measures and school closures driving more and more people online, and many store owners no longer accepting cash, it's imperative that kids learn to interact with money in the digital world. gohenry is empowering families to successfully do this by providing them with the financial education tools they need to help their children learn key pillars of money management - earn, save, spend, and give - in a real-life, and safe environment so that when they go out into the world they've got the money skills they need to navigate it successfully.***
>
> *- Louise Hill, Co-founder and COO, gohenry*

THE CHALLENGE

gohenry has **doubled its customer base** every year for the last six years. Building on this phenomenal success and rapid growth, the team at gohenry aims to expand further in the UK and US this year, while still delivering an outstanding service to its customers. The speed with which the company has grown necessitated a fresh look at the technologies and integrations the company was using. Data visibility, accuracy, and differing data regulations across the globe meant the team quickly realized the need to adopt technology that would allow them to continue to provide high levels of customer experience while enabling the company the agility to continue their impressive growth trajectory. They turned to Jitterbit for **data cleansing, optimisation, integration, monitoring and alerting support.**

BEFORE

- Data required optimisation to empower gohenry teams and support the company's future growth plans.
- Backend feed optimisation opportunities needed attention for mySQL, Salesforce Marketing Cloud and Salesforce Service Cloud.
- Too much resource allocated to agent administration in Salesforce.

AFTER

- Full data cleanse to maximise efficiencies and support business growth.
- Regular checks to keep data updated to 99.99% cleanliness.
- Reduced customer service administrative time by 17% in Salesforce, creating a more lean, empowered and efficient workforce, with less demands placed on resources.

THE JOURNEY

gohenry successfully used the free self-serve Jitterbit Data Loader tool. When gohenry needed support with this large-scale project, Jitterbit was the front runner for its **360 customer view, ease of use, low-code and fast implementation** with predefined components.

Convinced that **Jitterbit was the right company** to take on the task, gohenry gave the team the go ahead for the project. Discussions began between Jitterbit, gohenry and Salesforce. At this point, Jitterbit Director Keith Rigg took on a lead role in the design of the solution. He worked closely with the project team, providing advice and guidance during the implementation phase, in addition to cut-over support in order to safeguard the go-live.

Jitterbit's technical expertise and deep knowledge of Salesforce, paired with its keenness to support growth at gohenry, meant that the process took just **three weeks to implement** from proof of concept. In addition, the IT team at gohenry was able to carry out much of the work themselves, directed and supported by Jitterbit.

> ***We wanted a reliable and resilient solution that could scale with us, and was easy to implement within our existing architecture. After just a few months in production, Jitterbit gave us all of this and more and I'm very happy to have them as a partner on this project.***
>
> *- Jeff Faubel, CTO, gohenry*



THE SOLUTION

An initial deep data cleanse by Jitterbit took place at the start of the project, with **99.99% accuracy**. This level of accuracy is now maintained as a scheduled and ongoing task within Jitterbit Harmony; data continually feeds through into Salesforce from both the US and the UK and it is cleaned and checked at dynamic checkpoints.

With Jitterbit, gohenry now has a **fully supported and scalable integration platform** and an integrated data transfer mechanism with full alerting and monitoring capability. This will also expand into other areas across the gohenry infrastructure in the future.

THE RESULTS

The gohenry team has been delighted with the level of support, expertise and interaction received from the Jitterbit team. gohenry employees can now access **highly accurate information** and have **greater confidence** in the data available to perform their jobs to the highest standard. Around 20,000 to 40,000 data updates are made every hour within Jitterbit, so data is continually cleaned – with **zero failures**. The system is self-healing and self-documenting, and it **reduces time spent on manual tasks** and checking for multiple teams: from marketing to IT and customer support. Jitterbit has cut technical debt, increased ease of scalability as the company grows, and provided a reliable and up-to-date data infrastructure for future expansion at gohenry.