

Taking Client Engagement Further: Visiting Nepal with Outreach International

[Data Science Evolytics Culture News](#)

We love learning more about our clients' businesses. The value of comprehensive stakeholder engagement provides our teams the deep level of understanding about business processes, organizational culture, and the people they serve, which improves how we develop and deliver best-in-class analytics solutions. One client engagement with [Outreach International](#) took us around the world for an interactive and inspiring glimpse into their operations.

It's been a rewarding experience for Evolytics staff to work with Outreach International on data science and business intelligence initiatives intended to optimize fundraising, donor relations, marketing, reporting, and extending the reach of their important work. As a nonprofit NGO that addresses global poverty-related issues, Outreach International is quite different from most of our other clients. Every day, they facilitate community-led development programs that sustainably address poverty-related issues in 10 different countries, using an extremely unique approach to creating life-changing transformation for those who need it most.

From our office in Kansas City, it's nearly impossible to grasp the full gravity of all that goes into Outreach International's field missions to improve the quality of life for people in remote locations so far away, in cultures and living conditions so different from our daily realities here. Sharing the belief that increased knowledge of their operations would benefit the outcomes of our collaborative partnership, they invited two members of the Evolytics project team—Krissy and Joe—to join their field team on a trip to Nepal.

During the past several days, our staff observed two villages during and directly after their graduation ceremonies. Graduation ceremonies occur once communities are stable and no longer need the support of Outreach International—like many graduations, it's a bittersweet celebration that occurs after years of partnership and hard work, and it marks the next phase for that community. It's been incredibly eye-opening for Krissy and Joe to witness the complex and tightly coordinated inner workings of how Outreach International delivers critical services to at-risk populations in multiple Nepalese communities.

We're fortunate for this opportunity to see Outreach International in action—deploying field services—and we know it will go a long way toward enhancing our work together. This shared experience will further develop and strengthen the Outreach International-Evolytics collaborative partnership and how we'll use data science in the future to (ideally) support the global impact and breadth of the services they deliver into even more communities.

NOTE: The Evolytics website, blog, and social media accounts went offline after the company was acquired by Concord. This is a re-creation of a post from the Evolytics blog for portfolio purposes only.



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