



Sage CRM | Customer Success Story

Challenge

British Gymnastics realised that it needed to streamline its membership processes and enable it to engage more effectively with its membership base. With the 2010 Olympics fast approaching, it was critical that their system was up-to-date. Sage CRM was customised and integrated with the British Gymnastics website to enable members to log-in, view and update their details.

Solution

Sage CRM was chosen for its intuitiveness and the flexibility that having a browser-based solution provided. Sage CRM was customised and integrated with the British Gymnastics website to enable members to log-in, view and update their details.

Results

Sage CRM has provided British Gymnastics with an extremely sophisticated membership management solution enabling them to provide their members with a more personal service to meet their needs. Advanced reporting capabilities enables management to measure and analyse key performance indicators helping them to make more informed decisions.

CUSTOMER:

British Gymnastics

INDUSTRY:

Membership Organisation

LOCATION:

UK

SOLUTION:

Sage CRM

NO. OF USERS:

100+

British Gymnastics Invests in Sage CRM to Help Build Close Relationships With Their Members

British Gymnastics is the National Governing Body responsible for the promotion, development and management of gymnastics in the UK. Its mission is to encourage more people to get into the sport, promote activity amongst its members, secure more funding, improve the quality of coaching and promote gymnastics internationally.

Background

Originally established as the British Amateur Gymnastics Association in 1888, British Gymnastics has evolved and grown, and today enjoys recognition and respect built by the contribution of several generations of enthusiasts. With over 127,000 members, British Gymnastics promotes eight gymnastic disciplines – from trampolining to sports acrobats and from the rings to the balance beams.

Challenge

Running from 150 to 200 events a year and coaching members across such a broad range of disciplines and abilities is a highly complex task for British Gymnastics. It also involves engaging with its members and clubs on a number of levels, including managing membership subscriptions, courses and awards and sending up-to-date news. Previously, British Gymnastics did all of this using either paper based systems or disparate databases and spreadsheets. This process was slow, expensive to administer and prone to errors. British Gymnastics realised that to manage its membership base effectively, it needed a new system to automate many of the processes. Alan Sommerville, Chief Executive Officer at British Gymnastics, explains “With London winning the bid to host the 2012 Olympics, we realised that the updating of our membership management system was even more necessary to prepare for increasing interest

in gymnastics and to provide a more professional and efficient service to our existing members.”

Alan Sommerville and his team believed that the best way to achieve this was to implement a Customer Relationship Management (CRM) system. Often used in a commercial environment to enable companies to manage sales and marketing processes, British Gymnastics was keen to exploit the technology to form closer, more targeted relationships with its members.

Solution

British Gymnastics liked the look of Sage CRM as it was an intuitive and browser based. It allows users to access the system purely via the internet without having to install dedicated programmes. Sage CRM also enables data to be stored on an Oracle database, providing British Gymnastics with the robustness and scalability it was looking for.

“One of the key benefits of Sage CRM is that it’s highly customisable. Our requirements are very different to the average commercial environment, so we wanted a solution that could be developed with our needs in mind,” adds Sommerville. “This, in turn, meant that we needed to work with a consultant that had a good understanding of both these needs and the capabilities of the software.”

Benefits

Sage CRM was installed in 100 seats all based at British Gymnastics headquarters in Lilleshall and in the affiliated home countries of England, Wales and Northern Ireland. One of the main benefits to the members of British Gymnastics is the solution’s integration with the British Gymnastics website. This allows users to log on to view and update their details, register for events and renew memberships. Being web-based, users and managers can get information and reports from anywhere with an internet connection. The system also provides the organisation with almost unlimited headroom for growth.

BENEFITS OF SAGE CRM TO BRITISH GYMNASTICS

- Web-based system eliminates time-consuming and error-prone paper or computer spreadsheets
- Enables members to log on to British Gymnastics website to book events and renew, add and delete membership subscriptions
- Sage CRM’s highly configurable platform provides headroom for growth

In addition, being based on open technology standards means that the system can easily be changed or configured to meet British Gymnastics’ needs. In the long run this makes the solution even more cost-effective.

A further benefit lies in Sage CRM’s advanced reporting capabilities. This allows British Gymnastics to measure and analyse Key Performance Indicators to help make decisions about operations and report back to UK Sport, Sport England and the other home county Sports Councils, the organisation’s main funding providers.

The solution stores data on every gymnast including their membership information, demographic information, associated club, training history and chosen events.

For British Gymnastics, this can be harnessed to create bespoke reports to find out, for examples, how successful a particular event or membership mailer has been.

Looking Forward

In the future, British Gymnastics is keen for other National Governing Bodies to benefit from its investment enabling them to implement similar solution to build close, well managed relationships with their members.

About Sage CRM

Award-winning Sage CRM delivers full suite CRM (comprising sales, marketing and customer service automation) and offers a broad range of functionality with a low TCO to small and mid-sized organisations globally. Sage CRM equips sales, marketing and customer service teams with the tools they need to find new customers, close sales faster and build lasting, more profitable relationships across all channels. Regardless of how, when or where customers, partners and prospects choose to interact with your business, Sage CRM provides a decisive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships.

Thanks to its ERP integration capabilities, the Sage CRM front-office is powered by data from the back-office to give sales, marketing, customer service and other front-office staff a true 360 degree view of customers across front- and back-office functions, differentiating it from many other CRM solutions in the market today.

**TO LEARN MORE ABOUT SAGE CRM, PLEASE VISIT
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