



Benefits of CRM & Targeted BPR

The Council runs a series of children's activity camps, e.g. cricket, football etc., in each of the school holidays. Prior to the Contact Centre and the introduction of CRM (Customer Relationship Management software), these courses would have been advertised in the paper and the whole booking process would be manual. People would express an interest by telephone and be placed on a list. Often an activity day would quickly be oversubscribed and some families would unfortunately be disappointed.

On the day of each activity a considerable amount of time and effort would go into distributing forms for parents or carers to complete. For each child details of any health problems, doctors name etc would have to be obtained and also the money would need to be collected. Often, although there were 30 children booked on the course, only half would turn up, due to sickness, bad weather etc.

Now that we use the Contact Centre to take these booking, CRM provides a very easy-to-use booking system, which manages the number of places for each activity. As part of the booking process, payment is taken via debit or credit card so payment is made in advance. All of the necessary medical and other details are taken and stored.

The benefits are that the community service team can see at a glance which activities are the most popular, and indeed which are not filling, and can therefore target further advertising to match this. On the day before an event a list can be printed, from the CRM, of the bookings for the next day's activities along with all the relevant details of the children. All the staff then have to do is to tick the children off the list when they arrive (no form filling or money taking).

The Council has a much greater turnout because people have paid in advance. They also no longer turn people away unnecessarily. Perhaps most importantly, staff and children can just get on with the activity they came for.

The latest development is using this information to target marketing on future courses. Labels are produced and the families most likely to enrol for a course are sent information first.

To find out more please contact us:

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