smartimpact
Intelligent solutions

smart
membership

The Royal Statistical Society know the value of quality data

Founded in 1834, The Royal Statistical Society (RSS) is one of the world's leading organisations advocating for the importance of statistics and data.

With more than 10,000 members in the UK and across the world, the RSS are a professional body for all statisticians and data analysts – wherever they may live.

Being a charity, they also advocate for the key role of statistics and data in society, and work to ensure that policy formulation and decision making are informed by evidence for the public good.

ROYAL
STATISTICAL
SOCIETY

DATA | EVIDENCE | DECISIONS

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**Professional
membership bodies**
Customer story

The Society's existing CRM system and website were functional, but they were not future-proofed or up to the standard that was required.

They chose **smart**impact because they wanted connected systems and decided to move forward with a single provider that could provide both CRM and CMS, in order to remove the risks of integration, reduce costs and create tighter project teams.

Disconnected systems was the key driver for change

The Society wanted to replace their existing CRM with a modern, flexible, secure system that would seamlessly integrate with the new website.

The limitations of their current CRM system included:

- Poor reporting and analytics functionality

- Out-dated and unfriendly user interface

- Clunky integration with the website

- Security flaws

- Complex and expensive upgrades

With a new, connected system, they believed data silos would be removed, it would be possible to share information and data across departments, and so they could standardise and automate processes across the organisation.
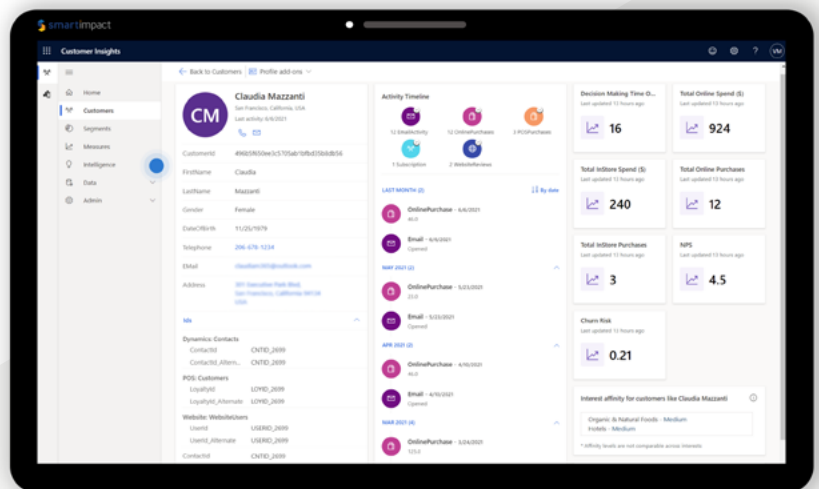
*We chose Microsoft Dynamics and **smart**impact as our partner of choice to provide us with a new CRM and website. We spent several months with their consultants and they've been very impressive.*

Finance and Operations Director, RSS
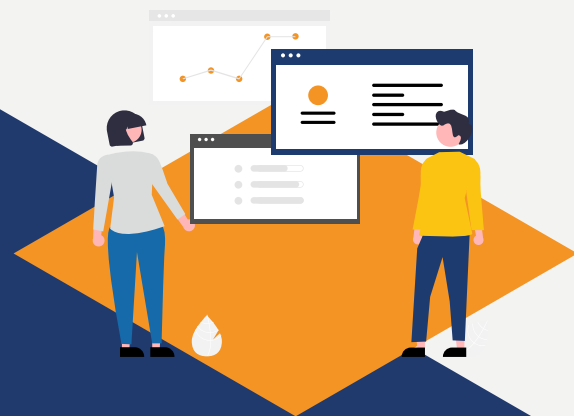
Meeting the requirements of all stakeholders

Members

Improve member experience by providing more personalised content

Better understand member and non-member needs and behaviours to build stronger relationships with them

Online self-service

Executive

Streamline internal processes and make the organisation more efficient

Standardise procedures to strengthen institutional memory and internal quality control

Implement regulatory requirements, including GDPR

Communications and marketing

Monitor and centrally record all activities with members, existing stakeholders and target audiences

Customised communications for members, non-members and stakeholders

Provide mailing lists and events requirements of Local Groups & Sections

Commercial

Ability to cross-sell and up-sell products and services

Customise offerings and promotions

Ability to convert non-members and ex-members to members

Finance

Ability for customers to **purchase products and services via the website**

Ensure all reporting and day-to-day amendments are **executable by staff**

Ensure tight integration between finance and all other relevant systems

Membership

Allow staff to take ownership of the CRM and ensure there are clearly defined protocols

Reduce staff administration so that they can focus on the members

360 degree view of all members and non-members

I would definitely recommend **smart**impact!

Finance and Operations Director, RSS

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Solution summary

A fully integrated system on Microsoft Dynamics and Kentico to deliver:

smart **website**

For member self-service, integrated jobs board, "Find a Statistician" directory and blogs and forums

smart **membership**

To manage and monitor member activity and payments

smart **events**

To manage events and registrations

smart **groups**

For advanced group and committee management

smart **connector**

For integration with email marketing, website and finance systems

smart **gdpr**

For compliance and regulations

And finally... user adoption has been extremely high!

Due to extensive training and testing throughout the implementation phase of the project, user adoption was very high when the system went live.

Not only that:

- **The online portal** has greatly improved the joining and renewals process for members

- **Automating membership processes** has improved staff efficiency

- **Centralising data** in one system has improved events and training experience

- **Group and committee management** no longer run on spreadsheets

- **Enhanced marcomms efficiency** – they can easily create and change lots of template docs, emails, and general comms

Has this got you thinking about your own transformation project?

Get in touch if you'd like to discuss new ideas and ways of working.

Wherever you are in your digital transformation, sign up for a **free 2-hour consultation** with our Transformation Consultants.

Book a free consultation

smartimpact
Intelligent solutions

E: info@**smartimpact**.co.uk
T: 0845 544 2043

First Floor, 29 Queen Anne's Gate,
London, SW1H 9BU,
United Kingdom.

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We have been providing innovative solutions to the **non-profit sector** since 2007