

smartimpact rescues the FIA's CRM project

The Fire Industry Association (FIA) promotes the professional status of the UK fire safety industry. Their main objective is to promote the professional standards of the fire industry through close liaison and lobbying with Government.

The FIA also provides technical knowledge and advice to anyone who needs it regarding fire safety in the UK.



In 2012 The FIA found themselves with a hard decision to make about their Microsoft Dynamics membership system.

Michael Gregg, Sales Manager, and Becky Reid, Marketing Manager, were leading the project to replace their legacy Integra system, but when it was 75% complete, their supplier pulled out of the market.

The FIA's dilemma was to start again or find a new provider who could pick up the incomplete software and continue the work. Luckily, they were introduced to **smartimpact**.

" smartimpact took over our Microsoft Dynamics CRM project when it was stalling badly. They quickly took control, optimised our plan, and it is now live.

Their "Rescue and Relaunch" service is first class - they clearly communicated the best plan and delivered it with minimum fuss. "

Michael Gregg,
Sales Manager, FIA

Rapid rescue and re-launch

smartimpact's "Rescue and Relaunch" service has been honed through years of experience in the membership sector.



ANALYSIS

They started by conducting a rapid and thorough analysis of the project's true status



CHOICES

This quickly resulted in an options paper highlighting the choices, with costs for each



DECISION

FIA soon had all of the information needed to make an informed decision

Pressure to deliver

The decision was to get the system stable and live as soon as possible, and then to make a longer-term strategic plan thereafter.

The FIA had multiple databases, each with overlapping and often conflicting member information. Integra wasn't being used properly and didn't do a lot of what was required. In addition, it had been poorly maintained, was out of date and couldn't be upgraded. Therefore, a new system that would provide a single view of the member was vital.

smartimpact immediately recognised that the FIA's project team was under great pressure to deliver and had lost confidence because of what had happened, so they proactively began to build a very close working relationship with the FIA team.

" We worked together a lot. They would come to us or I would often go to their office to sort out bits of functionality or to do testing - they were very flexible.

A big issue was the original data migration plan. smartimpact did a good job on that by throwing it away and starting again. "

Michael Gregg, Sales Manager, FIA

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FIA were feeling the heat

The main problem with the legacy system was that Integra and the website had been developed from the wrong point of view - they were only focussed on one audience, which was the members and not the FIA internal users and staff.

Also, the data wasn't optimised or stored correctly, making it very difficult to retrieve and use it.

This often led to data duplication in order to simply use the system. And this of course led to poor data quality, which meant the system could not be relied on.

" It is really unusual in a supplier, but vitally important, that **smartimpact** pushes back and questions why you want to do a particular business process, whether you can do it in a different way, and whether it is worth it in the first place.

This is key to successful projects, particularly when implementing a powerful and flexible tool, such as Dynamics CRM. "

Solution summary

Subscription management and fulfilment Online and print	Sales analysis and reports Real-time dashboards	Marketing campaign management Including eCampaigns
Dynamic content and personalised emails Email platform integration	Secure awards management so only key staff had visibility of contenders	Integration to their web and e-commerce sites

Rescue and re-launch in 10 months

April 2012	May 2012	June 2012	August 2012	October 2012	Nov/Dec 2012	February 2013
FIA appoints smartimpact	Project report & relaunch plan submitted	Specification completed	CRM project completed	Integration with website completed	Extensive user and member testing	Go live

Michael sums up his experience of working with **smartimpact**:



*Staff availability is very good, and they are easy to understand - they speak plain English and there is no technical chat. I haven't seen a downside of working with **smartimpact**.*



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