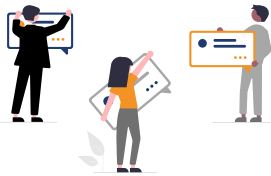




BEAMA's membership CRM... Re-energised.

BEAMA represents the entire electrotechnical supply chain with its wide range of products. The association provides leadership, expertise and independent influence in the areas of product safety, performance, energy efficiency and sustainability.

An antiquated in-house database and an array of spreadsheets was all BEAMA had to rely on when managing their complex membership structure. When a CRM provider failed to deliver, it was **smartimpacts** 'rescue and re-launch' CRM service that saved the day!



Memberships, committees and events management

Keeping records for such a diverse membership was beyond challenging

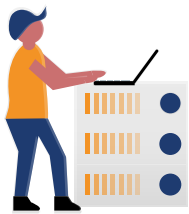
BEAMA has a complex organisational and data structure centred around access to hundreds of committees and special interest groups globally. In the last decade BEAMA has absorbed several trade associations and inherited a legacy of different processes, which led to challenges in the maintenance of member records.

The organisation now incorporates more than 20 associations and commercial committees with technical committees reporting into them.

BEAMA used to record information using an in-house database, spreadsheets and individual staff knowledge. Information was shared informally and working in 'silos' with various working practices was not uncommon.

Changes in the association also meant that their data was no longer fit for purpose and another solution was required.

BEAMA's website was also in desperate need of a makeover. They wanted to enhance collaboration online and streamline the distribution and personalisation of the information sent to members, as many were complaining about "email overload".



Extensive database cleansing and de-duplication

A complete make-over

smartimpact's end-to-end **smartmembership** platform has helped BEAMA manage memberships, committees and events. The migration of BEAMA's existing data involved extensive cleansing and de-duplication, producing a smaller more accurate database.

The data has now been synchronised with the website to allow individual contacts to receive information relevant to their interests and groups. BEAMA also hold information on their brands and associations for their members' use to drive the website's member directory. The system has consolidated and standardised practices across the organisation.

BEAMA can also profile members' needs by demography, to produce targeted marketing campaigns that deliver relevant information and services meeting the members' different needs.



Delivering relevant information and services to members



Solution summary

<p>smart membership</p>	<p>smart connector</p>	<p>smart events</p>	<p>smart groups</p>
to manage corporate membership, their contact details etc	for integration with the website and SagePay	to manage online registrations, payments, expenditure planning and reporting	to manage special interest groups and committees, their members, roles, comms and how the groups relate to each other

Rescue and re-launch in 12 months

May → Project kick off	July → Specification signed off	September → CRM build completed	March → Sage integration completed	April Full system re-launch
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And finally... BEAMA has found their forever system

A system that is flexible and will evolve with the changing needs of the organisation.



*We chose **smartimpact** because they understand the needs of associations. During the project they were flexible and quick to react when new pieces of information came to light. The new system is much more user-friendly and information-rich as the data can be analysed in a number of ways.*

*Overall, **smartimpact** impressed because they genuinely wanted to solve our business problems and deliver a system that does just that rather than one that simply meets the spec.*

Jo Cook, Marketing Communications Manager



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