

## Non-profit Organisation Boosts Efficiency and Marketing Effectiveness



### CHALLENGE

The client is a non-profit organisation that supports families facing a health crisis. As the number of members, sponsors, volunteers and donors grew through the years, it saw the need to capture additional information for the management's insights and analytic purposes. However, its existing CRM (Customer Relationship Management) system's ability to customise new fields or functions was limited. It was also time-consuming for staff members to conduct calls to record registrations by volunteers or inform them of events. Due to the high volume of electronic direct mails sent through staff email accounts, it was also at a high risk of being blacklisted by the internet service provider (ISP) for office email services, worsening the situation.

### SOLUTION

Seeking a solution, the organisation engaged Stone Forest IT (SFIT) to assess its challenges. After a detailed assessment, SFIT implemented Sage CRM for the client, allowing it to discover new sources of revenue, manage voluminous data in a professional manner, enhance customer experience, and guide the management in making strategic business decisions.

SFIT also introduced:

- OPEM (On-Premise E-Marketing) – its proprietary solution for Sage CRM that allows the client to personalise EDMs and gain insights from indicators such as email open rate and click-throughs. This also enables it to manage its outgoing EDM volume more effectively by batches or groups, minimising its risk of being blacklisted by the ISP.
- A customised Self-Service Portal for volunteers to register their interest or get information on all events. This has increased efficiency for the client as less time is spent calling volunteers to record their registrations or inform them of events.

### RESULTS

With the successful implementation of Sage CRM, the client has enjoyed several benefits:

- Improved response from marketing campaigns and ability to easily determine their effectiveness with OPEM
- Ability to focus more on its core business due to greater efficiency through the customised Self-Service Portal

SFIT's extensive experience in providing customised solutions for Sage CRM to suit each organisation's requirements contributed to the project's success. With our deep understanding of clients' needs, we provide feasible solutions to improve the efficiency and productivity of their businesses.

### HIGHLIGHTS

**Industry:**

Non-profit Organisation

**Location:**

Singapore

**Solution:**

Sage CRM and customised Self-Service Portal

**Results:**

- More successful marketing campaigns
- Greater efficiency and focus on core business