Outcomes 3 Months After CRM Implementation

Fremantle Chamber of Commerce (FCC)

The CRM solution implemented by Sankhya Consultants has provided the following benefits to FCC:

- Time savings by having a central repository to access all contacts and member information

- Time savings by having a central online system to manage Events and having integrated workflow such as automatically reminding participants of the event a week or a few days prior to the event.

- Time savings in tracking invoices until paid.

- Time savings by having a central online system to manage memberships and having integrated workflow such as automatically reminding members of their membership expiring a month prior to expiration.

- Automatic generation of reports and lists for management – time savings and increased accuracy in not having to compile these manually.

- Having a central repository to manage all types of clients and staff and their associated contracts and documentation.

- Being able to update events and membership information on the website automatically from the CRM system.

CRM metrics were collected before and after CRM implementation to demonstration the effectiveness of the implementation.

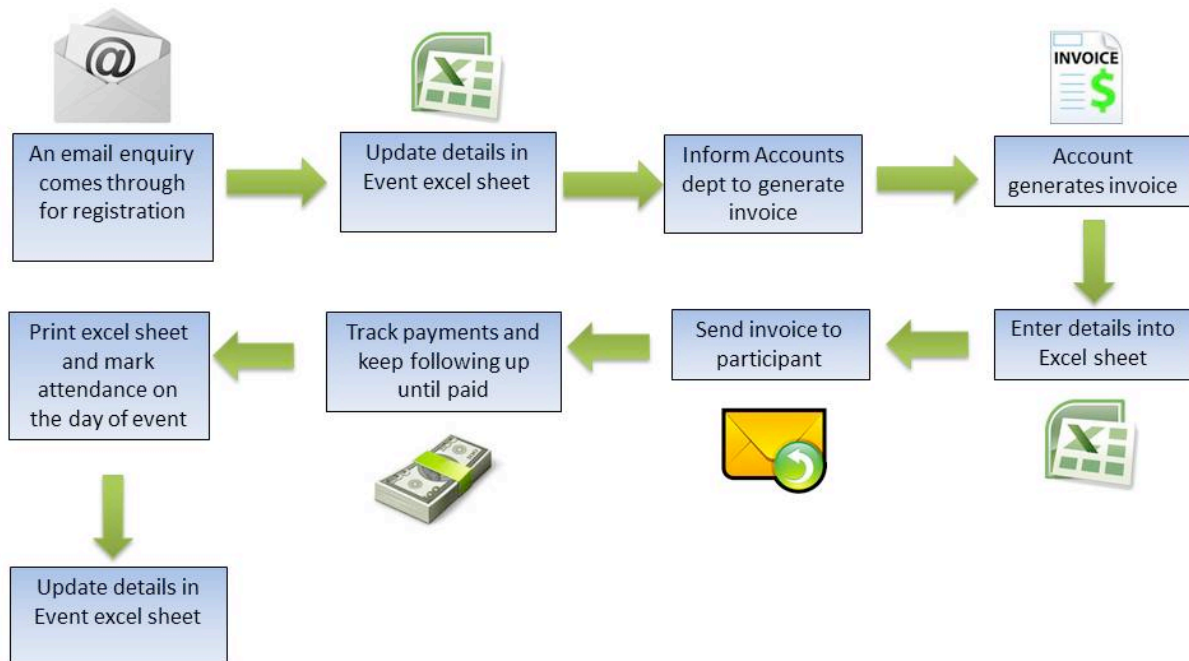| Outcome	Metric	Before CRM	After CRM
Time savings by having a central repository to access all contacts and member information, instead of multiple Excel sheets **Average Time Saved to Search for Specific Contacts/Members = 1 hour and 55 minutes**	Transaction time (Time to search for a particular group of contacts/members via a search criteria) For example: <u>find all the members who's business address is on Victoria Road in Fremantle</u>	1. Export members from Outlook into an Excel sheet. 2. Manually go through each row to find members living on Victoria Road 3. Avg time spent = 2 hours	• Enter search criteria and click a button. • Avg time spent = 5 minutes.

Time savings by having a central online system to manage Events and having integrated workflow, such as automatically reminding participants of the event a week or a few days prior to the event. **Average Time Saved on Event Management= 1 hour**	Time spent on event information management:	Separate management systems to record attendees & Payments	One central database that manages Registration, Reminders, Invoicing, Payments & Receipts. Updates website automatically.
	· Website updates	10 mins	**10 minutes**
	· Event registration	10 mins – update excel sheet	
	· Event attendance	10 mins - update excel sheet	
	· Payments	30 mins - update excel sheet and MYOB	
	· sending reminders	10 mins	
	Total Time	**70 minutes**	
Improved efficiency in creating and tracking invoices for Events until paid. **Average reduction in delays in invoicing = 7 days** **Average improvement in invoice payment time = 14 days**	Average time to create an invoice for an event	7 days	Invoices are generated immediately from the CRM for Events
	Average time (days) invoices are unpaid	14 days	Payments for Events are paid immediately via E-Way on the CRM system. We have no outstanding invoices for our events at present

	Other invoices e.g. Membership payments	Yet to measure	We are about to send our Membership Renewals out via the CRM, we are envisaging a positive response via payment through E-Way
Time savings by having a central online system to manage memberships and having integrated workflow such as automatically reminding members of their membership expiring a month prior to expiration. **Total Time savings in sending automatic reminders to all members = approx 125 hours**	Time spent on sending reminders	5 mins per member to send out reminders. Currently 1500 members. Total average time for all members = 125 hours	CRM has automated reminders for the entire membership database Time to set up = 10 minutes
Automatic generation of reports and lists for management – time savings and increased accuracy in not having to compile these manually. **Total Average time savings to prepare reports = 1.5 hours**	Average time taken to prepare reports	Average time = 2 hours	Average time = 30 minutes

Being able to update events and membership information on the website automatically from the CRM system, saving time, improving accuracy and responsiveness. **Time to update member directory on website = 0 minutes (previously not possible to display member info)**	Time savings in updating membership info	Was not possible to update membership info previously	Member directory is automatically displayed on website from the CRM
Increased participation and member/customer satisfaction by enabling online registrations and payments **Average event participation increase = 2%**	Average event participation increase %		Event registration has increased on average by 2%
	Number of new members per month		Too soon to measure although the automated system makes the process much easier and quicker
	Participant feedback on process		Positive
Greater member interaction, participation and business promotion through CRM-enabled member directory	no. of enquiries and sales initiated via directory		Too soon to measure although the automated system makes the process much easier and quicker

An example of how a CRM system can streamline a manual process is shown below for the Events management process at Fremantle Chamber.

Event Management process 'BEFORE'

| An email enquiry comes through for registration | → | Update details in Event excel sheet | → | Inform Accounts dept to generate invoice | → | Account generates invoice |

| Print excel sheet and mark attendance on the day of event | ← | Track payments and keep following up until paid | ← | Send invoice to participant | ← | Enter details into Excel sheet |

Update details in Event excel sheet

Event Management process 'AFTER'

| Participant registers through website | → | Participant details and automatically captured in CRM for the event | → | CRM automatically generates invoice and emails to participant | → | Participant pays online |

| On the day of event, attendance marked directly in the CRM through an ipad | ← | CRM is updated and Accounts, updates MYOB |