

## Case Study: North East Chamber of Commerce

Project: Microsoft Dynamics CRM

### North East Chamber of Commerce

The North East Chamber of Commerce represents 4,500 businesses in the North East. With over 4,000 members, NECC is one of the largest Chambers of Commerce in Britain. NECC has been a BCC (British Chambers of Commerce) accredited Chamber since 1996. They provide a comprehensive range of business services, products and expert training to help businesses realise their potential. The NECC also act as advocates, regularly speaking on behalf of their business network to the government.



### Key Issues

The NECC required a CRM platform that offered the necessary capabilities to allow them to expand member offerings and continue to grow and evolve as needs changed. Some of the specific issues that the system had to address were:

- To replace an existing, highly bespoke CRM solution that no longer offered the required flexibility to expand and grow with their business.
- To go-live with only a short development cycle, but still provide all of the functionality and process management that had been added to the old solution over eight years, including existing and new integrations to other core business solutions.
- To improve service to members and to increase operational efficiency and effectiveness.
- To improve visibility of customer information and interactions across the organisation.
- To improve reporting as there were several methods of recording product and service sales, preventing a clear picture of customer buying habits.

### The Requirements

The NECC considered several software companies but were particularly impressed by Perfect Image's approach to providing them with a unique, tailored solution. Some of the specific features that the solution provided were:

- The processing of member sign-ups and automatic renewals in a robust and timely manner.
- A single method of recording and processing all business opportunities and sales, irrespective of the product or service type or the department making the sale.
- In-built support for event management, export documentation, training, marketing and customer satisfaction reporting.
- Integration to Microsoft Outlook to ensure user adoption and ease of training.
- Close integration to the existing accounting and trainee management solutions.
- The use of technologies that built upon the existing infrastructure and capabilities already in place at the NECC so as to ensure a high level of independence in supporting the solution after its implementation.

## Our Approach

NECC's business requirements needed further clarification and documentation whilst processes needed defining and implementing ahead of work on a new solution. Perfect Image undertook an extensive requirements gathering exercise, involving all of NECC's departments to ensure that the system would deliver real business value.

Perfect Image and NECC staff members worked closely together as a team to ensure the rapid development, testing and deployment of a complex and far reaching system. Skills transfer took place during this time to allow NECC to provide their own training to staff members and to support and maintain the day to day operations of the solution.

## Client Testimonial

'Perfect Image has demonstrated a clear and professional understanding of the Microsoft Dynamics CRM product and project management. The delivery of this project was very much a team effort and collaboration was the key to really delivering a product that was polished, refined and fit for purpose. The project was completed on time, on budget and to specification, for a project of this size there is no greater accolade. We look forward to commencement of the next phase of our project where we start adding the extras. I would have no hesitation in recommending Perfect Image to anyone and I look forward to continuing our relationship and working together in future.'

**Michael Dawson**  
Head of Systems at NECC

## The Solution

Utilising Microsoft Dynamics CRM, as well as bespoke development and integration, a solution was delivered to meet the unique requirements of NECC. This included a package of services and consultation to assist the NECC in refining and documenting their requirements and processes.

- Microsoft Dynamics CRM Version 4
- Microsoft SQL Server 2008
- Microsoft Visual Studio 2005
- Microsoft Exchange Server

## The Results

The NECC CRM implementation has unified processes and enabled greater synergy between NECC and its sister company NECC Training by implementing a unique solution for their organisational needs and requirements. The solution helps deliver superior customer service and enhance event organisation and efficiency. The NECC were delighted with their replacement system and it has allowed the NECC to monitor memberships and interactions with their membership base in a way not previously possible.

