



GREATER MANCHESTER CHAMBER OF COMMERCE MANAGES MEMBERS WITH THE FLEXIBILITY OF CRM IN THE CLOUD



OVERVIEW

- Independent, not-for-profit private organisation
- Largest Chamber of Commerce in the UK
- Business-led employer engagement body
- Holds 4,500 members across the North West
- Benefitted from a Microsoft Dynamics CRM solution from Outsourcery

www.gmchamber.co.uk

Greater Manchester Chamber of Commerce (GMCC) is an independent, not-for-profit private organisation and the largest Chamber of Commerce in the UK, with approximately 4,500 members. GMCC provides first-class business support to companies of all shapes and sizes across Greater Manchester, through a range of sector-based membership services. The Chamber supports and influences key government decision-makers and is regularly consulted for feedback from the business community when government policy is being developed, both locally and nationally.

GMCC is the leading business-led employer engagement body in Greater Manchester and is delivering the most successful Employer Ownership of Skills (EOS) scheme in the UK to support Greater Manchester employers to invest in their current and future workforce through skills and development training. With the EOS scheme, employers in sectors including construction, technology, engineering, finance and healthcare, are able to develop proposals to raise new skills, create jobs and drive enterprise growth.

MEETING THE NEEDS OF MEMBERS

As an organisation that works closely with all sectors as well as senior officials from both the government and business community, it is vital for GMCC to have a thorough understanding of its membership base in order to coordinate its service to members effectively, including arranging appointments and storing member details.

When it was asked to deliver the government's EOS pilot scheme, the performance of the Customer Relationship Management (CRM) solution GMCC had in place was evaluated to see if it was fit for purpose and could meet the demands of the growth in membership processes. GMCC had been using an in-house CRM solution for many years and it was determined that for this new project it could no longer provide the speed and flexibility needed. GMCC consequently decided it was time to reconsider its in-house IT.

There is quite a lot of information which we build up and store on each of our members, including information about the different contacts and services within each organisation. Scalability and speed to market are two crucial aspects of the day-to-day running of our organisation. With greater business activity and member engagement than ever before, and consequently more strain on in-house CRM resources due to the introduction of EOS, we required a faster, more sophisticated solution which the previous platform simply could not deliver. Integrating our skills team with the rest of the company was a key priority to optimise processes, and we needed a solution that could provide that.

Christian Spence, Head of Research & Business Intelligence

THE OUTSOURCERY SOLUTION:

INFRASTRUCTURE ANALYSIS AND CONSULTATION

After a competitive tender process, GMCC approached Outsourcery looking for a reliable cloud-based CRM system that could be implemented efficiently, with the scalability and functionality required to cope with the increase in operations and a growing membership structure. GMCC decided that Outsourcery's offering was the most suitable for the migration to a cloud-based solution, due to its reputation as a cloud expert, the fact that it is a highly respected Manchester-based company and Outsourcery's capability for providing a more productive CRM solution.

Spence explained: "With clear expertise in providing cloud-based solutions, Outsourcery was the obvious choice to partner with on this project, with its ability to migrate our system to a scalable solution as quickly as possible, effectively enhancing and improving our business operations ready to deal with the integration of the EOS scheme into the Chamber's core business. The first phase of the project was integrated in January 2013 and subsequently the final part came together to complete the project in April."

Outsourcery demonstrated that it could deliver an effective and viable solution within a small time frame, which aided us immensely considering our tight deadlines to get the new system up and running.

Christian Spence, Head of Research & Business Intelligence

THE CLOUD-BASED OFFERING AND EASE OF IMPLEMENTATION

Outsourcery implemented a CRM system built on Dynamics CRM, a Microsoft solution, hosted on Outsourcery's O-Cloud platform and delivered on best-of-breed HP technology. The cloud-based solution enables faster delivery of information between employees and customers working across multiple locations. It also offers an assessment of customer behavior through a 360-degree view of all business interactions, providing users with all the information needed to improve future service and performance.

In addition to Dynamics CRM, Outsourcery offers a broad range of other hosted solutions built on the Microsoft cloud platform, including Unified Lync, Cloud Mail and Office 365. As a Microsoft Gold CRM Partner and a member of Microsoft's Cloud OS network, Outsourcery is able to bring resilient, secure and flexible cloud services to end-users, with the combined expert

knowledge of both cloud and widely used-applications in the market. This was all invaluable experience it was able to bring whilst implementing the right solution for GMCC.

MIGRATION AND SUPPORT

Spence explained: "Since the initial implementation, we have received ongoing support from Outsourcery, in particular assistance with migration and integration challenges in the lead up to the product launch, as well as getting GMCC employees familiarised with the system – something the whole team found very beneficial. Outsourcery has given us an assigned, dedicated account manager for this purpose and we have built up a great relationship with our counterparts over at Outsourcery. The nature of our organisation and the fact that we are always looking to improve on our membership scheme, means that a certain degree of flexibility and ongoing assistance will always be needed and Outsourcery understands this, offering us the support we need, when we need it."

Spence continues, saying "we've also found the new CRM system incredibly intuitive and easy to use and whenever we have had an issue, there has been somebody there supporting us all the way through it, from the development and training stage through to everyday use. As GMCC is continually improving its EOS scheme, with skills and development services, we have a close relationship with Outsourcery to help whenever changes take place, in order to strengthen this part of our business."

FLEXIBILITY OF ARCHITECTURE AND SUPPORT

Spence adds: "Through the implementation of Outsourcery's cloud-based Dynamics CRM we are now able to arrange appointments and process member information more efficiently than we could with our previous in-house CRM tool. The key advantage of CRM from Outsourcery is in its scalable architecture, which gives us the flexibility we need to adjust to a constantly changing membership database. CRM has played an integral role in the management of the EOS scheme and the added increase in member operations, enabling GMCC to propel business processes more efficiently.

"Having been introduced to the wider capabilities of the cloud, GMCC is now keen to maximise its potential and expand on it across the business in the future. Alongside our EOS scheme, we have a core focus to begin creating a bespoke service for members and as a result of this, GMCC will continue to rely on Outsourcery's guidance with enhancing the CRM solution to adjust to changes going forward.

"We've already seen some immediate cost benefits in terms of being able to deploy cloud-based CRM quickly and economically. The Dynamic CRM system provides flexible, top quality service levels, enabling us to increase efficiency of processes better than we could have ever imagined", Spence concludes.

Since the delivery of the original project in April 2013, GMCC has recently contracted Outsourcery to deliver an upgrade to its cloud-based CRM system, combining the additional benefits of Microsoft's latest CRM 2015 solution alongside Outsourcery's own dedicated cloud server infrastructure and looks forward to the successful delivery of this latest development in the Outsourcery and Chamber partnership in spring 2015.



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