



Case Study:

4Networking Yorkshire and the Dales

Institution:

4Networking - Yorkshire & the Dales

Sector:

Business Networking

Contact:

Tom Lawrence
Regional Leader

Applications

Hosted CLIM8.NET
Hosted PES

Key Benefits:

- Increased Communication
- Improve attendance rates
- Increased membership numbers
- Satisfaction that members are fully informed

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The Company

4Networking (www.4Networking.biz) is a simple, cost effective and friendly way to market any business and expanding your support network. You can raise your profile and increase your sales by meeting new, like minded business owners who want to learn more about you and your product or service. Members have 3 x 10 minute business appointments, up to 4 times each week or can network 24/7/365 through the online forum with a philosophy of 50% business 50% social and it works.

The Challenge

4Networking is the fastest growing business network within the UK, within 3 years they have built a network of over 190 groups with over 16,000 members. With the pace the network was growing it was becoming harder to keep in contact with all the members and non members within the Yorkshire and the Dales region.

The initial need was to build a database to enable 4Networking Yorkshire and the Dales to record relevant member information and to effectively and efficiency communicate with members and interested party's regularly. They wanted to work in partnership with a 4Networking member that would be responsive, supportive and economical.

The Solutions

After attending 4Networking meetings across Yorkshire PPD Computing were approached. We worked closely with Tom to understand the needs further and how we could deliver a cost effective solution. After a few discussions it was highlighted that the hosted CRM software with the PES add-on would meet their needs and have the ability to grow as they do. During the free trial period we worked together and tailored the hosted CRM solution through the in-built customisation options to ensure all the data was recorded effectively and could be easily used to keep regular communication with all members or just selective people if they desired.

To keep in line with the 4Networking theme and brand image we also worked together to create multiple email template which could be used with a few clicks on a button making members aware of upcoming meetings, new groups launching, 4Sights along with general information and news.

"Once on it I decided I could not be without the system. As a result of the e-mails that we send out I am able to communicate with members or non-members or both and let them know of up and coming events. This has resulted in new members."

Tom Lawrence
Regional Manager