



# Case Study: Creating Chaos

**Institution:**  
*Creating Chaos*

**Sector:**  
*Fitness and Nutrition*

**Contact:**  
*Phill Wright  
Managing Director*

**Applications**  
*Hosted CLIM8.NET  
Hosted PES*

**Key Benefits:**  
*• Increase productivity*

- Streamline data processes*
- Efficient customer service*
- Easily send large bulk, yet personalised, email shots*

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## The Company

Creating Chaos ([www.creatingchaos.co.uk](http://www.creatingchaos.co.uk)) provide a complete health and well-being package focussing on exercise, nutrition and the commitment to keep going.

According to Time Management Facts and Figures '90% of those who join health and fitness clubs will stop going in the first 90 days'.

Creating Chaos offers you an alternative solution that you won't want to stop. The Creating Chaos ethos combines group exercise with nutritional guidance and all the support you need and the benefit; greater more sustainable results.

## The Challenge

Creating Chaos is a growing health and fitness organisation and due to this expansion through franchises the need for a centralised database of their customers was needed. They also needed high levels of customisation to enable them to record the precise information they needed to carry out effective training regimes.

It was also highlighted that due to the off site nature of the business the database would need to be remotely accessed from multiple locations.

They also wanted a system that was integrated with bulk emailing to enable them to promote the multiple health and fitness walk in events the run across the region as well as keeping current customers up to date with the latest information and training regimes.

## The Solution

After talking to Creating Chaos and showing them the capabilities and flexibility of the software through online demonstrations it was decided that they would adopt and spread CLIM8.NET hosted customer relationship management (CRM) software across the organisation and to all trainers to assist them in managing and maintaining their working activities, diaries and updating their client information and history.

CLIM8.NET gave them the ability to completely tailor and customise their solution, within minutes they were easily rearranging the way the customer information is presented to the trainers and adding new data capture fields.

The integration PES (Personal Email Server) was ideal for the bulk emailing they desired. By creating and using Creating Chaos branded templates they have been able to promote their latest events and send out monthly newsletters with health and fitness advice to all their customers.

We are still working close with Creating Chaos, as with all our customers.

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*"PPD Computing provide fantastic customer service and an extremely flexible and very cost effective CRM solution which we can tailor and customise to exactly what we needed, whilst providing an ongoing familiar reference point which hugely accelerates and improved the level of service and productivity."*

Phill Wright  
Director

