



Case Study:

Northamptonshire Chamber of Commerce

Institution:

Northamptonshire
Chamber of Commerce

Sector:

Membership Organisation

Contact:

Tracey Branson
Head of Corporate Services

Applications

CLIM8
CLIM8 Events Manager
CLIM8 Personal Email
Server (PES)
CLIM8 Scheduler
Telephony Integration
Arc en Ciel

Key Benefits:

- Enhanced Customer Relationships
- Processes more efficient
- Increase member satisfaction
- Processes more effective

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The Company

The Northamptonshire Chamber of Commerce (www.northants-chamber.co.uk), delivers a vast array of services across Northamptonshire to both its members and the wider business community. With a Chamber membership that exceeds 1, 300 Northamptonshire businesses and over 40% of the county's workforce, the Chamber enjoys the enviable reputation of being the largest business support agency in the county.

The Challenge

After a reorganisation of the business the need to re-focus their Customer Relationship Management (CRM) systems was recognised. They required an easy to use CRM system that worked for them, and enhanced their customer relationships. The requirement for an integrated event management tool was also acknowledged due to the rising amount of diverse events Northamptonshire Chamber of Commerce were hosting. Recently, the need to conduct mass personalised emails arose to keep all their contacts informed about future events.

The Solutions

We were able to develop a tailored solution that fulfilled all their needs by working with all areas of the Northamptonshire Chamber of Commerce, through team meetings and our unique one to one approach. They are now able to manage, organise and report on numerous events they host each month with the CLIM8 Events Manager, which also gave them the flexibility and customisability they required. The solution we provided is continually evolving with them to meet arising business challenges. The CLIM8 Personal Email Server was a recent addition to the solution we provided, to enable them to easily create personalised emails to increase of awareness of the events they host.

"I'm confident that PPD have listened to and understood our needs. PPD products have the Customer in mind and as a Membership Organisation this is key to our working objectives."

Tracey Branson
Head of Corporate Services

