Website 'front end' for a third party customer management tool

In 2012, we developed a website for the British Institute of International and Comparative Law (BIICL). In 2019, we helped again with a new website connected with the ThankQ customer relationship management (CRM) system. ThankQ provide a customer and product database that BIICL use to manage paid members, event bookings and publication sales.

Customers visit the bespoke BIICL website to place orders and manage their details through a secure user login. The website collects events and publications from ThankQ via their API data feed. Customer registrations and purchases are then sent back from the website to ThankQ's customer database.

Our website for the British Institute of International and Comparative Law includes events that are added to their ThankQ CRM system and then automatically posted on their bespoke website. As their physical events couldn't take place during the Covid-19 lockdown, BIICL transferred many of them to online events with video. With their bespoke website, they were able to **instantly update** the event details so that members and other potential attendees were up to date. This helped keep the events side of their organisation running.