

Modernise Online Membership

British Water Ski and Wakeboard modernises online membership services with Advanced NFP



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British Water Ski & Wakeboard (BWSW) is the national governing body of water skiing and wakeboarding in Great Britain, recognised as such by Sport England and UK Sport.

Client >

British Water Ski and Wakeboard

Sector >

Membership and Associations

Project >

Modernising member services with Advanced NFPs OpenEngage CRM

“OpenEngage offered a solution to address our key challenges, providing a highly functional CRM database that could also integrate with front-end web services. It was important to be able to offer a sophisticated online presence. Our goal was to become an online portal for clubs providing easy access to services and resources. This was all part of our five year strategy to modernise business processes and improve the way we communicate with our members.”

Kylie Copper
Business Support and Communications, Web Services Project Manager

With a typical membership of 10,000 members, the organisation is “at the centre of the sport” and responsible for all aspects from encouraging new participation, coaching programmes, training national teams and supporting a network of 150 affiliated clubs, ski schools and cable sites.

BWSW implemented Advanced NFP's OpenEngage CRM and membership management solution as part of its goal to modernise member services by making them available online, through integration with the core OpenEngage solution.

The organisation has been able to enhance the way it engages with members, delivering a more personalised experience. It has also automated its main membership services, reducing administration and delivering significant time savings for back office staff.

Membership data trapped in a bespoke database with no website integration

The governing body used a legacy bespoke database that was not linked to its website and was not able to integrate membership data online. This caused several problems.

Firstly, it meant the association continued to rely on time-consuming paper-based methods for managing its many membership services. This included the core activities of registration of new members as well as renewals and registering for events. With approximately 10,000 members to maintain, these were hugely administrative, intensive and time-consuming processes.

Secondly, at a strategic level, the organisation wanted to modernise its offering to members and have a more interactive website that members engaged with. It wanted to improve its web presence by offering a suite of online tools to its clubs, which would make the online journey for members easier and enhance their overall experience when communicating with the governing body. The limitations of its existing database were holding back these improvements to members and BWSW's ability to develop its member services.

Finally, the ability to capture additional data on members' interests and preferences whilst they were on the website was limited. The association recognised that this was a missed opportunity; having online registration and renewals would allow them to use technology to capture information about their members. BWSW could then act upon this data to gain insight about their members and target them in a more personalised and relevant manner, which was another objective to drive engagement with members. As a diverse multi-discipline sport and with members having a wide range of interests in the sport from boating to coaching to wakeboarding it was important to the organisation to be able to deliver relevant messages and timely messages to particular groups.

OpenEngage CRM and membership solution integrates with front-end web services

To address these challenges, BWSW decided a new solution was required. It chose Advanced NFP's OpenEngage solution because it delivered a combination of rich functionality with a high level of built-in configurability, allowing the governing body to tailor it to its specific requirements. This was particularly true in terms of its more complex membership structure which allowed for family group memberships but with each individual holding their own standalone qualifications.

It also delivered the integration of a core CRM database with web services. Advanced NFP was also seen as a low risk option because of its track record within the not-for-profit sector and impressive client list, particularly amongst membership and sport governing bodies.

Kylie Cooper, Business Support & Communications, Web Services Project Manager at BWSW, explains: “OpenEngage offered a solution to address our key challenges, providing a highly functional CRM database that could also integrate with front-end web services. It was important to be able to offer a sophisticated online presence. Our goal was to become an online portal for clubs providing

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easy access to services and resources. This was all part of our five year strategy to modernise business processes and improve the way we communicate with our members."

Transformed automated online membership services

Since implementing OpenEngage, BWSW has updated its website and introduced a raft of online tools for its members. Not just a tool for the governing body staff but also an online portal for every BWSW affiliated club who can now view and update their own members' details online and process membership subscriptions. All they have to do is log in to a secure, user-friendly online interface to gain access to their club members' details.

This has made the lives of all participating clubs much easier, saving significant amounts of administration by removing the previous paper-based methods. Likewise individual members can logon to their own personal "myBWSW" page and view filtered customised content relevant for example to their role as a coach or competition official.

Real-time insights into status of members key for reporting to Sport England

BWSW is using OpenEngage's data export tool online to allow clubs to access membership details easily and gain a better insight into the status of their members. This includes information such as how active a member is, what events they have been attending and the status of their professional qualifications as well their reasons for engaging with this particular sport. Capturing data on members is easier, which is subsequently assisting BWSW, as a sport governing body to fulfill its reporting requirements to its various partners including Sport England.

Integrated data delivers enhanced targeting of members

The integration between the online suite of services and the core OpenEngage CRM solution at the back-office has proved to be an effective solution both at a club level as well as organisational level. BWSW now has a well-managed, highly visible solution, with up-to-date information accessible to all. Integra's extensive search and query facilities have made it easy for targeting members more effectively.

Kylie explains: "Making sure membership renewal was completed used to be very time-consuming. It is now largely automated and very straightforward to gain access to detailed information on the take up of different services. The renewal process is much easier to manage because it's simple to search for those members that haven't renewed yet and set up mail-shots, to act as email reminders and prompts. It's also easy to provide reports against every member service."

Kylie continues: "We can now review the monthly newsletter against these reports and tailor the content, to ensure it is very relevant and targeted. We're able to make more informed decisions by having a better view of member data and translating this into targeted communications to our members. We're getting positive feedback about this approach."

Extended integrated services provides enhanced service to members

The governing body has extended its use of Integra to include management of events and qualifications. Members can book online to attend a coaching course, enter competitions or book a table at one of presentation evenings and even specify the type of meal requirements.

Kylie explains, "We're offering very modern services for a national sport governing body like ours. Members are delighted to be able to book tickets easily for our annual balls for example, or simply go online to enter for competitions. It's easy for them, and it's easy for us to manage so everyone is happy. It also means that we can monitor activity per member more easily, capturing data and preferences. We've been able to improve our customer experience and driven significant efficiencies at the same time."

A personalised view of each member and club

BWSW is now working to extend its use of Integra to offer a more personalised approach to its members and clubs. It sees this as the final big steps in delivering against its five year modernisation programme for members.

"Registration and renewals used to take hours and managing this now takes minutes only. I can sit with a Club Secretary the first time they use the online service and take a few minutes to explain how it works. They are then able to manage it all themselves. One Club Secretary sat with his iPad and renewed 60 members in a matter of seconds. The savings to clubs in terms of time and effort is immeasurable and the administrative burden on our staff has been reduced also."

Kylie Copper
Business Support and
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