

Redcastle

Case Study: Membership System - The British Association of Beauty Therapy and Cosmetology

Redcastle CRM create new membership database system for BABTAC

BABTAC is the British Association of Beauty Therapy and Cosmetology. Established in 1977, it is the longest running association dedicated to the beauty therapy industry. Headed by a Council of Beauty Therapists, BABTAC is a not-for-profit organisation, so their main concern is the welfare of their members.

BABTAC membership benefits include:

- Recruitment and freelance work opportunities
- Discounts on products from a range of beauty retailers
- National marketing opportunities
- Discounted Yellow Pages advertising
- Special deals on BUPACare cover, nPower business energy packages, AA cover and home business equipment insurance

The Challenge

For a number of years, BABTAC had been using a generic CRM system to manage all of their member data. At the heart of this was a database which contained some 1.6Gb of information, including the details of around 22,000 members of which 9,000 were current and active. BABTAC wanted their current CRM system enhancing to make it more efficient, effective and easier to use

The Solution

The existing CRM membership system used by BABTAC was unwieldy, difficult to use and prevented us from making the necessary changes quickly and easily. We therefore had to start the process again and decided that a new CRM system was required.

Instead, we used Visual WebGui from Gizmox which enabled us to create a tailor-made membership system which fitted BABTAC's needs precisely. Visual WebGui gives users a range of features in a simple, easy-to-use interface and can save up to 90% in build time. To find out more, go to www.visualwebgui.com.

First, we tested a prototype version of the new system on a server and asked BABTAC to give us feedback. We listened to their comments and using our iterative Rapid Application Development methodology, made the necessary improvements and had the refined system back up and running within 24 hours.

The benefits to BABTAC

- Easier to use system
- Reduced administration time
- Simpler membership renewal
- Faster membership payment collection
- Membership information quickly accessible

The Result

The development process continued until the system met all of BABTAC's needs. It then became fully active in August 2010. It allows any of the management team to access full member information in a matter of seconds. Members can be searched for individually or by salon. Qualifications and certificates can be recorded. Renewals and reminders can be easily managed and a full payment record is quickly available for each member. BABTAC are delighted with the results.

General Manager Julie Speed:

"The old system we were using was proving time-consuming to use, and we were finding that the membership renewals process was taking much longer than it should."

"When Redcastle recommended a new system which could be tailor-made to suit our needs, we were happy to go along with this. The new membership system makes everything so easy."

"We're now on the ball with renewals and can collect payments quicker and more efficiently. This helps to generate extra income which means that the new system will very soon pay for itself."

For more information on Custom Database Development

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