

## CRM Case Study: British Gymnastics

British Gymnastics, the UK National Governing Body responsible for the sport of gymnastics, implemented a new membership management solution to dramatically improve the way engaged with its 127,000 members.

British Gymnastics is the National Governing Body responsible for the promotion, development and management of gymnastics in the UK. Its mission is to encourage more people to get into the sport, promote activity amongst its members, secure more funding, improve the quality of coaching and promote gymnastics internationally.

Originally established as the British Amateur Gymnastics Association in 1888, British Gymnastics has evolved and grown, and today enjoys recognition and respect built by the contribution of several generations of enthusiasts. With over 127,000 members, British Gymnastics promotes eight gymnastic disciplines - from trampolining to sports acrobats and from the rings to the balance beam.

### Objectives

Running from 150 to 200 events a year and coaching members across such a broad range of disciplines and abilities is a highly complex task for British Gymnastics. It also involves engaging with its members and clubs on a number of levels, including managing membership subscriptions, courses and awards and sending up to date news.

Previously, British Gymnastics did all of this using either paper based systems or

disparate databases and spreadsheets. This process was slow, expensive to administer and prone to errors.

British Gymnastics realised that to manage its membership base effectively it needed a new system to automate many of the processes.

Alan Sommerville, Chief Executive Officer at British Gymnastics, picks up the story: "With London winning the bid to host the 2012 Olympics, we realised that the updating of our membership management system was even more necessary to prepare for increasing interest in gymnastics and to provide a more professional and efficient service to our existing members."

Alan Sommerville and his team believed that the best way to achieve this was with a Customer Relationship Management (CRM) system. Often used in a commercial environment to enable companies to manage sales and marketing processes, British Gymnastics was keen to exploit the technology to form closer, more targeted relationships with its members.



### *Advantages of the new CRM solution include:*

- » Web-based system eliminates time-consuming and error-prone paper or computer spreadsheets
- » Enables members to log on to British Gymnastics website to book up for events and renew, add and delete membership subscriptions
- » Based on Sage CRM's highly configurable platform to provide head-room for growth

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## The Solution

British Gymnastics liked the look of Sage CRM as it was intuitive and browser based. It allows users to access the system purely via the Internet without having to install dedicated programmes. Sage CRM also enables data to be stored on an Oracle database, providing British Gymnastics with the robustness and scalability it was looking for.

“One of the key benefits of Sage CRM is that it’s highly customisable. Our requirements are very different to the average commercial environment, so we wanted a solution that could be developed with our needs in mind,” adds Sommerville. “This, in turn, meant that we needed to work with a consultant that had a good understanding of both these needs and the capabilities of the software.”

To implement the solution, British Gymnastics selected Concentrix. This was largely because Concentrix are one of the UK’s leading independent CRM specialists, demonstrated outstanding business and technical skills, had a close working relationship with Sage and a proven track record with Sage CRM.

“Right from the beginning, Concentrix took time to understand our requirements before designing the right solution to meet our needs. This involved scoping the solution, documenting the process and building a tailored demo so that we could see a working model in practice.”

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## Benefits

Concentrix installed Sage CRM in 100 seats, all based at British Gymnastics headquarters in Lilleshall and in the affiliated home countries of England, Wales and Northern Ireland. One of the main benefits to the members of British Gymnastics is the solution’s integration with the British Gymnastics website. This allows users to logon to view and update their details, register for events and renew memberships. Being web-based, users and managers can get information and reports from anywhere with an internet connection. The system also provides the organisation with almost unlimited headroom for growth.

In addition, being based on open technology standards means that the system can easily be changed or configured to meet British Gymnastics’ needs. In the long run, this makes the solution even more cost-effective.

A further benefit lies in Sage CRM’s advanced reporting capabilities. This allows British Gymnastics to measure and analyse Key Performance Indicators to help make decisions about operations and report back to UK Sport, Sport England, and the other home country Sports Councils, the organisation’s main funding providers.

The solution stores data on every gymnast including their membership information, demographic information, associated club, training history and



chosen events. For British Gymnastics, this can be harnessed to create bespoke reports to find out, for example, how successful a particular event or membership mailer has been.

Sommerville adds “Concentrix provided British Gymnastics with an extremely sophisticated membership management solution enabling us to provide our members with a more personal service that meets their needs.”

## Looking forward

After the system went live, Concentrix were on-hand to provide training and support services and ensured a smooth migration from the old system to the new.

In the future, British Gymnastics is keen for other National Governing Bodies to benefit from its investment enabling them to implement similar solution to build close, well managed relationships with their members.

