



SmartMembership, powered by Microsoft Dynamics, combines the latest technology with our experience to improve your organisation's membership strategy to deliver the best all-round experience.

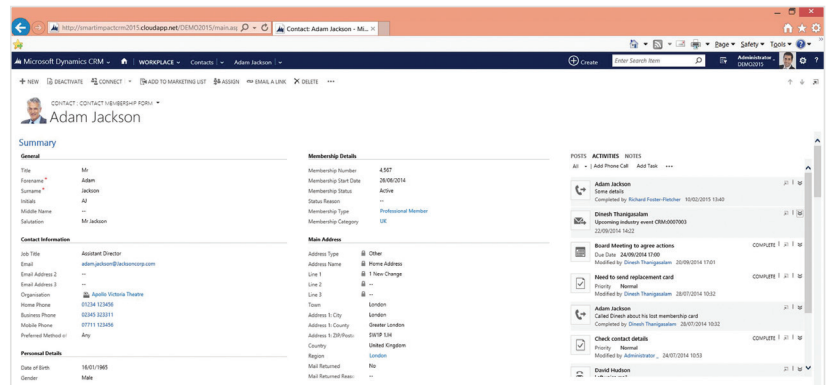
Our **SmartMembership** product is designed to include a wide range of out-of-the-box functionality specific to member organisations, minimising the time to go live and reducing project risks. **SmartMembership** uses the latest technologies such as cloud computing, social media and mobile applications, with industry best practice to support your member engagement and retention strategies.

Leveraging the power of Microsoft Dynamics CRM, this purpose-built highly flexible solution combines the ease of use and rapid implementation capabilities of Dynamics with the extended functionality of SmartMembership to provide all the tools required to create an engaging membership experience.



Features

- Individual and corporate membership management
- Subscriptions management
- Event, conference and exhibition management
- Committee and groups management
- Multi-channel marketing campaign management
- Customer service case and hotline management
- Service scheduling and bookings
- Social Media enabled
- E-commerce and payment processing capabilities
- Goal and KPI management
- Real-time dashboards
- Workflow automation
- Full integration with Microsoft Outlook, Excel and Word
- Cloud or on-premise hosting



Member map and subscription data





SmartMembership Facts

- Developed in Microsoft Dynamics CRM
- Fully integrated with Microsoft Office: Outlook, Word, Excel and SharePoint
- Cloud or on-premise hosting
- Web and offline accessibility
- Fully accessible on mobile and tablet

Business Benefits

- Develop a 360° view of members
- Categorise contacts and organisations according to their needs and interests
- Provide member service teams with critical information
- Enable personalised, relevant, knowledgeable service and communications
- Allow all departments to deliver a consistent service and communications

Improves Productivity

- Combines familiar Microsoft Office interface with membership-specific CRM solution
- Empowers members with self-service portals, flexible workflows and automated tracking
- Automates repetitive and time-consuming tasks, increasing team efficiency and effectiveness
- Focuses on value generating activities
- Facilitates information-driven member interactions

Rapid Implementation

- Requires minimal IT resources
- Familiar Microsoft interface speeds up user adoption
- Allows for customisation without extensive development
- Multi-channel options including web-client, Outlook client, mobile, tablet, mobile client
- Easily integrated with other applications, such as finance & accounting systems, marketing email tools and website CMS'

Saves Time and Money

- Fast installation due to out-of-the-box membership functionality
- Standard membership functionality reduces development cost to you
- Outlook integration records tasks and events in CRM at the click of a button

About SmartImpact

We are experts in providing Microsoft Dynamics CRM solutions for organisations where members are central to their operations.

Our products are built using Microsoft Dynamics CRM to form the core solution, which we then customise to meet your full needs.

To find out how we can help you contact us on: 0845 544 2043, info@smartimpact.co.uk or visit us at www.smartimpact.co.uk

We provide a full range of services including:

- Design, configuration, implementation and support
- Failing project rescue and re-launch
- Performance tuning
- Reliable website and third party platform integration
- Quality testing and training



smartimpact

