customer story

British Parking Association

quick read

- The British Parking Association is the recognised authority in parking. Its 35 staff manage 770 corporate members and 650 individual members

- The BPA runs a wide range of events and manages the Safer Parking Scheme

- Were struggling with multiple separate systems and many manual and offline tasks

- Needed to replace MS Dynamics CRM that was costly to maintain and support

- Wanted to get 360-degree view of their members, create an online portal facility to enhance membership services, and improve operational efficiency

- Demanded a system that was flexible and future-proof

- Selected core oomi CRM system along with Membership, Events, Finance, Product Sales, Case Management and Committees Management modules, and the oomiEngage Portal with website integration

- Now have the confidence of a stable system that delivers the data to make decisions and capability to look at new initiatives

> *oomi helped us to refine our processes and create new workflows that enabled us to free up admin time from repetitive tasks.*

Dave Smith
Head of Communications and Marketing

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British Parking Association's Head of Communications and Marketing, Dave Smith, and Systems Lead, Aimee Bates, reflect on their decision to implement oomi as their core membership CRM system.

the need for change

The British Parking Association is the recognised authority in parking. Its 35 staff manage 770 corporate members and 650 individuals involved in the provision of parking management. The BPA run a wide range of events including Parkex, the leading annual parking conference and exhibition. It also manages the Safer Parking Scheme.

The management of these activities required not only a wide range of separate systems, but also lot of manual and offline tasks.

The organisation has previously tried to solve this problem by investing in MS Dynamics CRM. However, a successful platform-based system requires a good relationship with the supplier to provide the necessary development, support, maintenance and updates. This had not come to fruition.

"No systems talked to each other, they were all based on outdated software, and it took ages to manually produce reports or tackle issues" said Aimee Bates, who is responisble for the membership systems at the BPA.

"Either we continued to get more and more staff to do those manual things or get a smarter system. We decided on a new system" explained Bates.

selecting the right people and the right system

Recognising that procuring and implementing a new CRM was not their core strength, they looked to engage with someone who could help.

BPA selected the consultants E & H Limited as they immediately felt there was a real connection and an understanding of their needs. E & H provide project management expertise to ensure technology projects are delivered on time and to budget, but their first task was to conduct a strategic review.

"E&H facilitated workshops to look at our systems, what issues would be solved by new technology and which would be solved by us working differently," Bates said. *"They got us in the right headspace."*

The sourcing of a suitable system took 5 months. It involved all those in BPA who actually used the existing CRM and other information systems, and a key part was getting the suppliers to present to these teams before requesting detailed tenders.

"This was really good, as we got to meet the people who we would be working with," reflected Bates. *"As well as looking for a system that ticked all the boxes technically, we wanted someone who was a good fit for the organisation as well."*

As a result, detailed tenders were invited from three suppliers, including a MS Dynamics supplier, and the unanimous decision from the BPA team was to select the oomi CRM solution. *"They were able to best demonstrate how they could tailor their system to suit our current and future needs "* said Dave Smith, the BPA's Head of Communications and Events.

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rising to the challenge

The system provided to BPA was a comprehensive suite of solutions to support a wide range of activities. They included the core oomi CRM system along with Membership, Events, Finance, Product Sales, Case Management and Committees Management modules, and the oomiEngage Portal with website integration.

oomi also facilitated various integrations to other third-party systems such as finance and social media, as well as the key systems used to run the Approved Operator Scheme (AOS), managed by the BPA.

E&H also project managed the implementation and the new oomi system was launched on time and on budget.

Like most large technology projects, there were some challenges. However, the BPA were impressed how oomi dealt with these. The benefits of the cultural fit and teamwork, and the relationship between the teams, really came to the fore.

"oomi spent a lot of time understanding our needs and our existing processes in order that the system could be tailored to meet our needs" said Smith.

flexibility proves its worth

The test of a good system is that it can respond and cater for ever-changing business environment and member needs. It didn't take long for the BPA to realise the benefits of the flexibility and functionality of the oomi system when, in March 2020, less than a year after go live, the organisation was facing the fresh challenges brought by the Covid-19 Pandemic.

"It has enabled us to react quickly to changing business needs, moving to digital certificates within a week when we locked down for example." Smith explained.

The lockdown also prevented members attending events, such as the annual Parkex event, so a key implementation was brought forward. The Communities module, that provides a private space for members and special interest groups to communicate and collaborate, was introduced to the Public Sector Group.

"It was an immediate and massive success. Local authority members loved it and they chatted from the word go," observed Bates. *"oomi was the only provider who showed us this functionality that provided peer-to-peer communication in a familiar and easy way."*

Changes were needed to membership schemes. *"We needed to offer a free COVID-19 membership year and was able to set this up and offer it in minutes. We also added a new membership type, for those in Higher Education, something that before would have taken major system change,"* Bates said.

Shortlisted: Best Use of Technology

Aimee Bates
Systems Lead

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Dave Smith
Head of Communications and Marketing

moving forward with a 360-degree view

Another key objective for the new system was to get a 360-degree view of their members.

"Our old system could not manage the complex relationships that exist in the NFP world, where a person could be a member, but also be involved in governance, on committees or in a special interest group," said Bates.

In the oomi CRM, as it has been developed from the ground up with the Not for Profit sector in mind, these relationships can be recorded and mapped.

Before the BPA only had one representative member for each member organisation. Now with oomi, they can have multiple contacts and map their inter-relationships and use the tagging functionality to identify their interests or activities. This insight is helping them market and serve members better.

"For example, Electronic Vehicles (EV) is a massive interest area but in our old system we could not tell who was in EV or not. Now we can use tagging to help us identify members involved in parking technology related to EV," Bates explained.

"There was a seismic shift in our processes, and we have increased efficiency and reduced complexity," said Smith. *"We now have the confidence of a stable system, that delivers us the data to make decisions, and the capacity to look at new initiatives."*

The focus is now making systematic improvements and enhancing services to members. One initiative is a self-assessment parking scheme facilitated by oomi. However, this will be implemented as part of the routine ongoing support and maintenance from oomi, and so will not be a major or costly project.

"oomi are always willing to learn about our plans for the future. We work collaboratively with them to improve and enhance how we manage the various aspects of membership data. With the pace of change, specifically in providing digital membership services, we need to keep moving forwards and provide new and exciting innovations that members will engage with and use on a consistent basis. oomi are listening and we are already discussing where we go next and how they can support us," said Bates.

"oomi provides a CRM platform that meets so many of our needs and continue to work with us to update and improve our systems," concluded Smith.

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>
> **Aimee Bates**
> Systems Lead

find out more

If you want to discuss how oomi can help your organisation, then please contact us.

oomi

complete membership management for you and your members

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