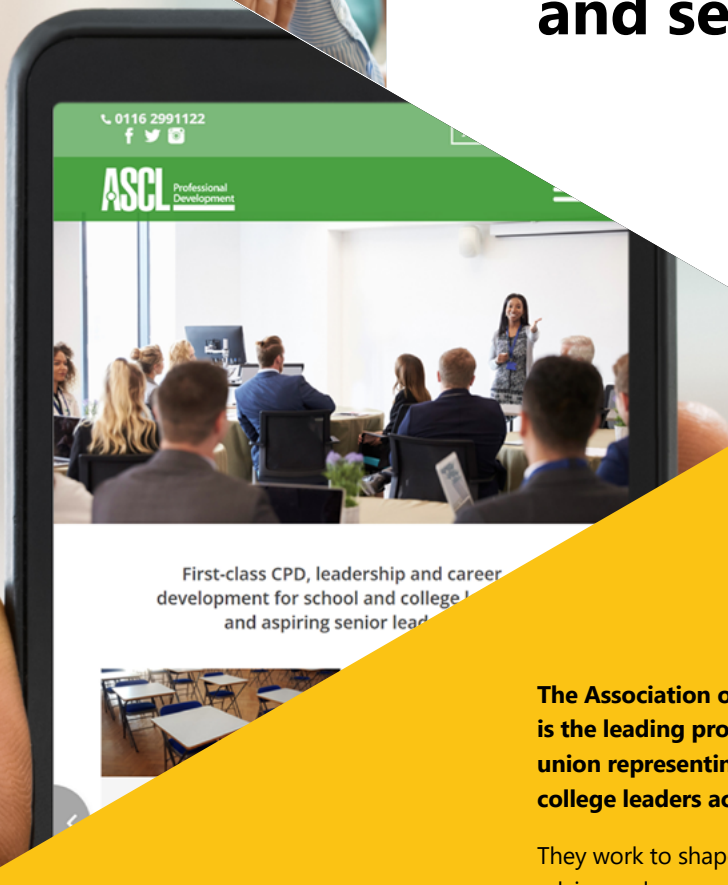


smart
website

ASCL's new websites and member app get top marks for personalisation and service



The Association of School and College Leaders (ASCL) is the leading professional association and trade union representing more than 18,000 school and college leaders across the UK.

They work to shape national education policy, provide advice and support to members, and deliver professional development across the sector.

With members in more than 90% of secondary schools and colleges, ASCL is responsible for the education of more than 4 million young people.

A strategic project to transform online member services, content and take-up.

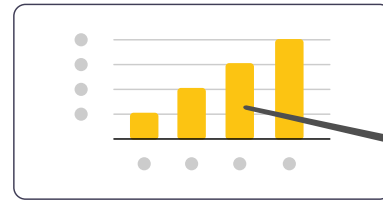
The top problems to be solved

ASCL's previous website had fallen behind modern best-practice in the membership world. It was technically inflexible, on an outdated platform and little could be changed without the active involvement of the supplier.

Little thought had been given to the content strategy, relevance to different visitor-types or search engine optimisation.

In addition, member self-service was limited and unreliable, leading to low take-up by members and manual workarounds by ASCL staff.

The result: Reduced traffic to the website, sub-optimal perception of ASCL as a valued partner, inability for ASCL to be nimble and responsive to current events, frustration from staff and management.



Deciding on a strategic change

ASCL knew a big change was needed to benefit members and transform their window to the world. They decided to:

An end-to-end CMS and CRM partner that could add value with deep sector expertise as well as technical know-how to create a first class website and member app.

Migrate to a modern technology platform that allows customers to independently manage their web site, without the need for technical skills or supplier involvement in every change.

Ensure future-proofing through a continuous roadmap of enhancements to thousands of other customers that are also investing in the same technology.

Enable personalisation of news, events, campaigns and other content to reflect member interests and history, easily and automatically.

Improve self-service and integration to other systems for online joining, upgrading, direct debits, events booking and a host of other tasks.

Completely refresh the look and feel, content strategy and Search Engine Optimisation to prove the value of ASCL's already-excellent content and activities on behalf of members.



smartimpact was very flexible and worked with us throughout the project revisiting elements, revising and tweaking when we identified things needed to change in order to get it to do what we needed it to do.

Communications Director, ASCL

Top deliverables and benefits from the website and member app project

After a strategic review of ASCL's online presence and intended benefits to members, ASCL now have a system and partner that provides:



A modern, flexible website, independently controlled by ASCL to respond to member needs

No more blockers to change because of lack of technical support

Easy innovation and adaptation by ASCL staff

Fully integrated to Dynamics CRM and other systems to streamline services

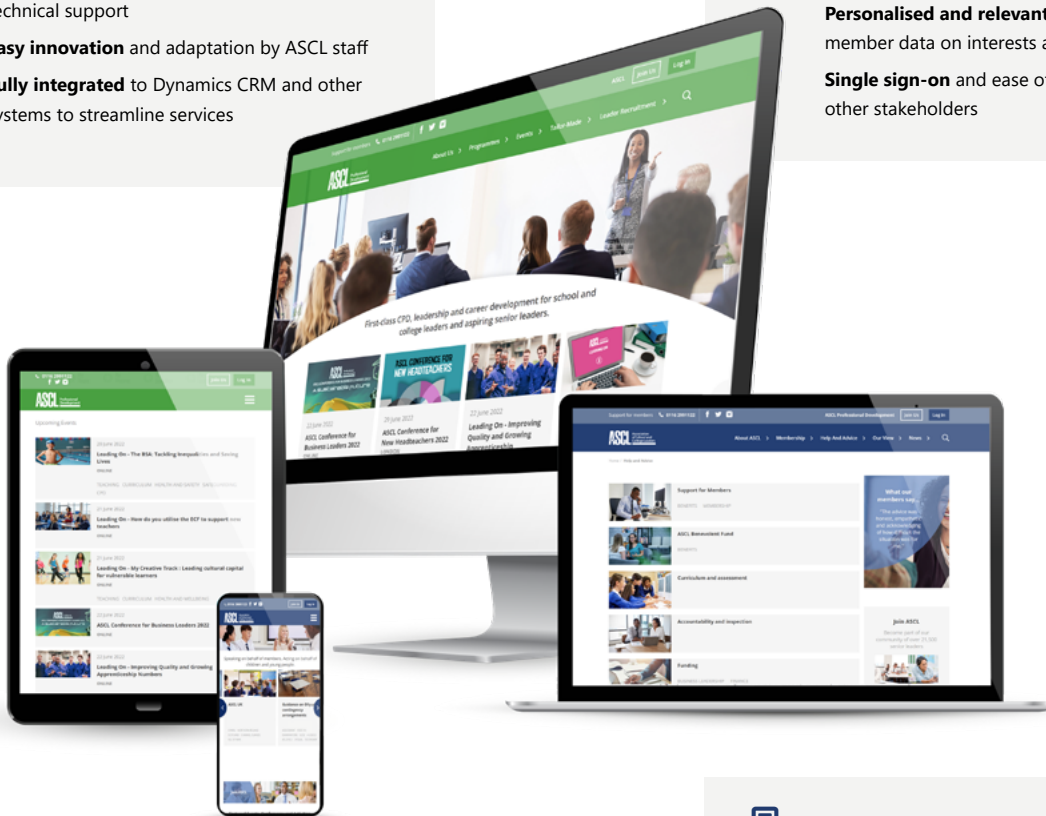


Improved member services, relevance of content and take-up

Vastly improved and expanded self-service functions for members (Including online joining, renewing, upgrading, events management, and more)

Personalised and relevant content, driven by member data on interests and activities

Single sign-on and ease of use by members and other stakeholders



Key benefits:

Improved content strategy based on a real-time, dynamic analysis of the member's interests so that all news, events invitations and calls-to-action are personalised and relevant

Improved take-up of the website, content and services

Positive feedback on the website and member app from a more highly-engaged membership



Dedicated, modern member app for mobile devices

Respond to member needs to work offline, receive push content and notifications

Allow ASCL to engage their members in a way that is convenient to them (very important for lobbying and trade union work)

Provide modern and flexible event registration and delegate services

The system is bringing in more time saving factors in the back-end, allowing us to better maintain our level of member service with less strain on the organisation.

Communications Director, ASCL

Why **smart**impact for the website and member app project?

ASCL were clear that their new technology partner must be a “value-added” specialist in website and app development projects for the membership sector. In addition, sophisticated real-time integration to their Dynamics CRM was going to be a make-or-break factor for the success of the project.

After a rigorous review of the marketplace, it became clear that **smart**impact are the market leader with over 50 CRM and website clients in the membership space, and a project methodology based on consultation and partnership, as well as technical delivery.

Solution summary



Member self-service portal and single sign on



Integrated events and conferences



Comprehensive yet easy-to-use content management system



Organic, theme-based searching for a rich user experience



Integrated content on mobile app



Fully integrated with CRM



And finally, the journey continues...

Going forward, **smart**impact are working with ASCL to deploy ever more sophisticated personalisation and analytics to allow ASCL to respond continuously to member needs and interests.



We now have a system that can grow with the organisation. The nuts and bolts are in place and we are starting to add the bells and whistles.



Communications Director, ASCL

Has this got you thinking about your own transformation project?

Get in touch if you'd like to discuss new ideas and ways of working.

Wherever you are in your digital transformation, sign up for a **free 2-hour consultation** with our Transformation Consultants.

[Book a free consultation](#)



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