

The ILM lead the way in digital transformation

The Institute of Leadership & Management (ILM) is a professional membership body that connects like-minded people with the shared purpose of inspiring great leadership everywhere.










Their research and events programme is designed to inform, inspire and impact the practice of leadership wherever it happens. Their members are part of a world-renowned professional body of more than 30,000 leaders, managers and coaches who are passionate about the transformational power of great leadership.

Moving forward in the right direction










Due to significant changes within the organisation and an immovable deadline, The ILM needed to implement a new CRM system, website and finance system within one year. With only 12 staff and no in-house technical expertise, they also had to continue to service their 30,000 members.



They had quite a few issues to resolve:

 Membership numbers were in decline	 Current bespoke SAP solution was hard to understand	 There were far too many manual work-arounds
 The data was limited and what they had was of poor quality	 Members had limited online access - most communications by post	 The integration between the website, CRM and finance system was limited
 Lack of single-view across membership, qualifications, communications, payments	 User experience both on and offline was extremely poor	 Systems were inflexible to change and costly to manage

But, they knew exactly what they needed to do to deliver real benefits:

 Membership growth & retention	 Full integration across systems	 A focus on digital solutions
 Improved member engagement	 A great user experience	 A cost-effective solution
 Flexibility and ease of use	 Automation where possible	 Flexibility for future integrations and developments

As they had limited time, resources and expertise, The ILM wanted a supplier who understood the membership sector and was already specialising in Dynamics for membership organisations.

After a robust and stringent vendor selection process, which included doing multiple reference checks, they decided to move forward with **smartimpact**.

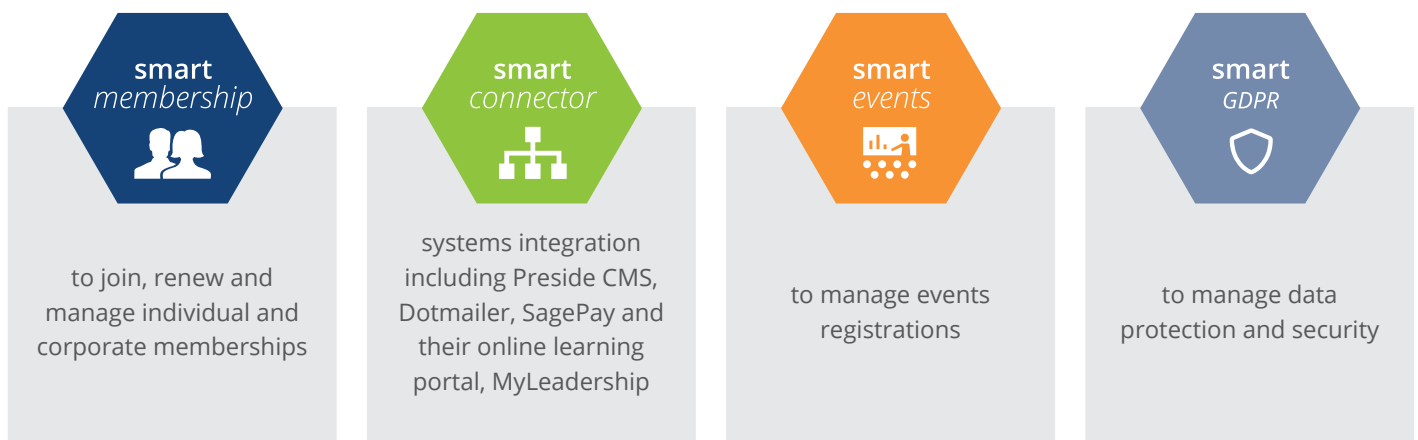
The ILM had already heard good things about **smartimpact** and it was clear from meeting with them that they were doing some innovative things. The fact they were a small organisation also appealed to The ILM as they felt they'd

be able to offer the flexibility they were looking for. What mattered most was finding a provider they could engage with as a partner who would work with them on a long-term basis as their organisation grew and evolved.

Solution summary

Their partnership with **smartimpact** was very positive. However, as with all projects of this scale and size, it had its fair share of challenges. At times, the project was stressful, but their partnership remained strong throughout and it was clear everyone was fully focused on meeting their deadlines and achieving the same end goal.

In addition to the ability to build automated workflows and email communications (to manage the join, onboarding and renewal process), the solution included:



"smartimpact proved to be the right partner for us. They achieved what we set out to achieve not only on time, but to budget. We established a good relationship with their onsite technical teams to resolve issues and build a strong relationship with their project lead. smartimpact's support desk team were very responsive, which was crucial to our success."

ILM

And finally... this was only the start, not the end

Some of the other deliverables they achieved after go-live included:

- Members can join, renew and update online
- Automated paperless Direct Debits implemented
- Their membership has grown by 21%
- Student activation has increased by 23%
- Their retention has increased by 5%
- Their data is more accurate and they are working on filling the profile gaps
- Communications are now automated through workflows - saving them £2000 per month