

# Customer Case Study



## Amateur Swimming Association

Name: Kerry McCaughie

Position: Business Customer Insight Manager

What we do: National governing body for swimming, diving, water polo, open water and synchronised swimming.

## Key Benefits

- 1) Ability to track leads, forecast accurately and make informed business decisions
- 2) Information stored in a central location that can be accessed by all
- 3) Weekly automated reports and real-time reports – we love both!

## Pre- ProspectSoft Problems

We have several areas of business that report from several sources, some that generate revenue, and others that are not-for-profit. This makes for a fairly complex data structure. It was difficult to monitor activity, as well as gather important information & documentation when it was needed. Adding to that regional staff were difficult to monitor and had become de-motivated in sales.

We needed a central location to store valuable information and communications. We required remote access and strong reporting capabilities so we could pro-actively manage all sides of the business.

## The Solution

The ability to integrate with Exchequer was a big draw for us. ProspectSoft CRM enabled us to manage complex data in a central location, build up communication history and document management, and report on staff activity and lead progress. ProspectSoft's remote capabilities mean our staff now have access in the office, at home or on the road – ultimately improving their effectiveness and our view of their activity.

## Summary

I would definitely advise other companies like ours to consider implementing ProspectSoft CRM.

ProspectSoft's team are knowledgeable, always friendly and willing to go the extra mile to help us achieve our business goals.



"Since implementing ProspectSoft CRM, the ASA have improved their communications which is especially significant as the majority of our team are field based. "