



Sho-net Systems/ Community Network Case Study

The background:

For over 20 years Community Network has been the tele-conference provider for charities, voluntary organisations and social enterprises. Over the last 12 months they arranged over 7,000 conference calls that reached out to 30,000 people. This has provided thousands of hours of enjoyment and enabled Community Network to run a number of supportive programmes.

The organisations needs:

Under the leadership of the new Chief Executive - Ms. Pat Fitzsimons – and the Board of Trustees, the organisation is re-inventing itself;

1. To meet rising service user expectations
2. Compete against ever increasing competition; and
3. Providing customers in these challenging times with cheaper ways to communicate

Community Network staff team are not all based in the same office and do not effectively share marketing information.

Pat Fitzsimons said “we need to improve the tracking of people we meet at conferences where we collect lots of business cards; we need to better manage information on existing customers; we need to make greater use of email marketing and to track the effectiveness of our marketing activities.”

Sho-net worked with Pat and her staff to implement Salesforce.com award-winning CRM application. This is a result of a partnership between NCVO, Salesforce.Com Foundation and Sho-net to promote donated software to NCVO members.

The outcome:

Sho-net was able to provide

1. A web based system which gave staff access to data from where ever they were – which immediately overcame the barrier of not being based in the same office.
2. Mass-email facility which significantly reduced the cost of communicating with Community Network’s service user base.
3. Advise on the integration of four separate databases to improve staff productivity and significantly reduce the organisation’s costs.

The implementation was completed in 6-weeks. The direct costs saved by implementing Salesforce.com donated software and re-thinking planned developments was approximately £15,000.

“This offer seemed too good to be true when I first heard about it... we had wanted a customer relationship management system, but just couldn’t afford the initial outlay. Working with Sho-net has been fantastic – they have bent over backwards to ensure the system does exactly what we want it to do.”

Ms. Pat Fitzsimons, CEO, Community Network