



CASE STUDY

The Scottish Association of Young Farmers' Clubs (SAYFC)

| TRADE ASSOCIATION



Published By |

 **MAXIMIZER**CRM

“

Maximizer has fundamentally improved our efficiency – through Maximizer we have streamlined our processes, resulting in us being far more efficient for our members.

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REBECCA DAWES

Communications and Rural Affairs Manager, The Scottish Association of Young Farmers' Clubs

Challenge

The Scottish Association of Young Farmers' Clubs brings together young people in rural Scotland who are interested in agriculture and the countryside. As the association has evolved, the main ethos has remained constant – to offer personal development opportunities for young people.

The association was previously using Windows Access as their CRM solution, however it was not adaptable enough to suit their needs. SAYFC were looking for a flexible, offline database to hold information on all 3,500 members. Improving the association's efficiency was the priority.

Solution

Maximizer came highly recommended as the ideal CRM solution for SAYFC. Its affordability and flexibility were also extremely attractive. Maximizer, has provided the tool needed to improve overall efficiency. SAYFC can keep track of all their members' activity, not just helping their own productivity levels but is enhancing the overall 'customer experience' for their members.

Through the use of reporting, SAYFC have much more flexibility. They can pull a report at any time of the year to see exactly how many members they have, how many are in each club, what competitions certain members are registered for, etc.



BENEFITS GAINED:

- Improved overall quality of data
- Improved visibility of members
- Improved member experience



Results

Since implementing Maximizer CRM the overall visibility of the association has improved substantially. The use of reporting has become a critical return on investment from the solution. Being able to have complete control over customising their reports is facilitating all processes.

Maximizer's attention to detail and focus on customer support has really helped the association with their CRM growth. The team at Maximizer are constantly on hand to provide support throughout the association's CRM implementation and to maximise full potential to be gained from the software.

ProAptivity

ProAptivity, (Maximizer Certified Solution Provider) helped SAYFC achieve success with their Maximizer CRM.

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FEATURES USED

- **Address Book**
- **Basic Searches**
- **Catalog Searches**
- **Dashboards**
- **Export to Excel**
- **Import**
- **Notes**
- **UDFs**
- **Word integration**



ABOUT MAXIMIZER

Maximizer CRM is fueling the growth of businesses around the world.

Our CRM solutions come fully loaded with the core Sales, Marketing and Service functionality companies need to optimize sales productivity, accelerate marketing and improve customer service. With flexible on-premise, our cloud and your cloud deployment options, tailored-to-fit flexibility, state-of-the art security infrastructure, industry-specific editions and anywhere/anytime mobile access, Maximizer is the affordable CRM solution of choice.

From offices in North America, Europe, Middle East, Africa and AsiaPac, and a worldwide network of certified business partners, Maximizer has shipped over one million licenses to more than 120,000 customers worldwide.



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