

CASE STUDY

Scottish Young Farmers

Making membership information easier to manage with flexible CRM reporting.

AT A GLANCE

TRADE ASSOCIATION

The Scottish Association of Young Farmers' Clubs (SAYFC) supports young people in rural Scotland with opportunities for personal development, agriculture and countryside

AT THE TIME

Approximately 3,500 member records at the time of the original case study.

01 / THE CUSTOMER & THE CHALLENGE

The right CRM matters.

The Scottish Association of Young Farmers' Clubs (SAYFC) supports young people in rural Scotland with opportunities for personal development, agriculture and countryside activities.

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THE CHALLENGE

SAYFC previously used a Microsoft Access database to manage its membership information. As requirements evolved, the existing system was not sufficiently adaptable for the association's needs. The priority was a flexible, offline database that could hold member information, support the administration of clubs and competitions, and improve the efficiency of the association's day-to-day work.

WHAT THE ORGANISATION NEEDED

A practical membership CRM that could track member activity, make records easier to access and generate reports by club, competition or membership totals.

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

Rebecca Dawes / Communications and Rural Affairs Manager, SAYFC

02 / THE SOLUTION

Technology backed by practical expertise.

Maximizer was recommended as an affordable, flexible CRM option for SAYFC. The association adopted it to improve the management and reporting of membership information.

THE IMPLEMENTATION

The team could use the system to keep track of member activity and generate reports throughout the year, rather than relying on less adaptable processes. The original case study identifies searches, dashboards, import and export tools, notes, user-defined fields and Word integration among the functions used. ProAptivity is credited with helping SAYFC achieve success with Maximizer CRM.

MEMBERSHIP VISIBILITY

Clearer access to information about members, clubs and competition registrations.

FLEXIBLE REPORTING

Reports could be generated throughout the year and customised to the association's needs.

THE BUSINESS IMPACT

SAYFC reported a substantial improvement in visibility and efficiency, with reporting becoming a particularly important benefit of its CRM investment. The benefits described here reflect the period covered by the original customer case study.

03 / THE RESULTS

Better processes. Clearer information.

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Rebecca Dawes / Communications and Rural Affairs Manager, SAYFC

01

Better quality member data

More useful and consistent membership information.

02

Clearer member visibility

Track membership, clubs and registered activities.

03

Flexible reporting

Create and customise reports as required.

04

Improved member experience

Streamlined processes supported the association's service.

Make your CRM work harder.

Talk to ProAptivity about membership management and CRM reporting.

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