



Case Studies

Customer Relationship Management (CRM)

SURF LIFE SAVING NEW ZEALAND

Surf Life Saving needed a CRM solution to manage sales in its newly created first aid training business. They decided to engage Fusion5 to implement Oracle CRM On Demand.

When Surf Life Saving New Zealand launched a new corporate First Aid Training business, an online customer relationship management (CRM) system from Fusion5 provided the flexibility the organisation was looking for.

Surf Life Saving New Zealand was formed in 1910 and the national organisation now consists of a head office with 9 districts, 71 clubs and over 13,000 members.

Business Development Manager Nigel Cox says they are probably best known for the traditional beach patrols with the red and yellow flags. The organisation's purpose is to prevent drowning and injury in New Zealand. Cox says they have a clear vision on how this can be achieved, with public awareness being a key part, as seen through its involvement with the TVNZ programme Piha Rescue.

Over the years the organisation has built up considerable expertise in providing first aid, and in a typical year it responds to 1,700 first aid incidents, ranging from cut feet caused by sea shells to falls resulting in spinal injuries.

Cox says it was a "natural fit" to leverage this expertise by offering first aid training to corporate organisations. Many businesses need to train staff in first aid to comply with health and safety requirements and providing

packaged training courses provides a revenue stream to support Surf Life Saving in making it safer next time we visit the coast.

"We saw this could provide an alternative way to raise funding rather than relying on donations or sponsorship," Cox explains.

The organisation knew it would need some kind of CRM system to help manage the sales process and record customers and contacts, but according to Cox the search didn't take long. As soon as he saw a demonstration of Oracle CRM On Demand he knew the system would do the job. Because CRM On Demand is delivered using a 'Software as a Service' (SaaS) model, it appeals to organisations that don't want the internal overheads or complexity of traditional on premise CRM software.

CRM On Demand is hosted and managed by Oracle in their data centre. This means that Surf Life Saving has no need to worry about system management, backups, upgrades or security. All Surf Life Saving users need to access the system is a browser and internet connectivity and, because the software is paid for on a subscription basis, new users can be added quickly and inexpensively as the business grows.

Surf Life Saving started with a trial of CRM On Demand in Wellington and has begun to roll out access to other districts as they each launch their training services.

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ABOUT FUSION5

Fusion5 aims to provide high levels of service and value to organisations that have recently implemented, or are about to implement leading software package solutions such as JD Edwards, Oracle E-Business, Oracle CRM On Demand, Pivotal CRM, Microsoft CRM and PayGlobal.

Our guiding principles include:

- » Ensure our customers implement the foundations of the solution well
- » Work with our customers to offer a fresh perspective and new ideas
- » Deliver value through speed, effectiveness, communication and closure
- » Present opportunities to enable our customers to leverage their investments into the future

Fusion5 delivers on these principles. We have a team of consultants with a wide range of industry experience, years of implementation expertise, and practical hands-on configuration knowledge. We have been involved in many implementations, and we know what works and what doesn't.

Having worked in the solutions market for many years, we have gained practical experience in the most effective ways to optimise enterprise solutions so that they deliver additional business benefits to your organisation.

As a leading provider of mid range solutions, our team offers the full range of consulting services including onsite consulting and remote applications management, tailored workshops, documentation, technical design and architecture, and software development.

SURF LIFE SAVING NEW ZEALAND (CONTINUED)

The system met the organisation's needs with very little configuration and Cox says Fusion5 took care to ensure that any data entered by customers into their online booking system would be captured by the CRM system.

Cox says CRM On Demand's reporting capabilities are particularly effective. Some first aid courses, such as Workplace First Aid, require periodic refresher courses so the CRM solution has been configured to highlight which trainees are due to refresh their Workplace First Aid qualification. "This gives us one source of sales leads and other reporting helps managers to forecast future revenue," says Cox.

Surf Life Saving can also analyse which types of organisations are the most likely prospects. Cox says its early days yet but schools and gyms are featuring strongly among the lead customers.

CRM On Demand is used to capture all interactions with leads and customers and as a result provides reports on branch and

individual sales performance, which Cox says has been invaluable in helping to manage and motivate the sales team.

Overall Cox says Fusion5 has delivered an effective and easy to use solution to Surf Life Saving's CRM needs. It will be used by more districts as the training services are rolled out across the country.

Because Oracle's CRM On Demand system is provided on a Software as a Service (SaaS) model, it required no investment in infrastructure, was cost effective to deploy and requires no system management. Additional users can be added easily and inexpensively as the business grows. Any data entered by customers in Surf Life Saving's online booking system is also captured by the CRM application, which removes the need for re-keying. The system's powerful reporting capabilities show potential sales leads, records contacts and track sales performance.

"Fusion5 has delivered an effective and easy to use solution to Surf Life Saving."

Nigel Cox
Business Development Manager
Surf Life Saving

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THE SOLUTION - ORACLE CRM ON DEMAND

ORACLE® CRM ON DEMAND

To assist organisations that don't want the internal overheads of a CRM software infrastructure Fusion5 introduces Oracle CRM On Demand. Fusion5 is the first Asia Pacific CRM On Demand Partner and has subsequently assisted a growing number of other organisations to realise benefits quickly from rapid CRM deployments.

Brought to you by the #1 company in CRM, Oracle's CRM On Demand gives you the power to break down departmental silos and gain a 360-degree view of your customers. Without comprehensive CRM, every customer

interaction is different. Every salesperson has a separate agenda, and every service call is an adventure in information retrieval. Not to mention the lost opportunities that result from a murky view of your pipeline, or the cost of maintaining inefficient and disconnected systems.

Oracle CRM On Demand answers those challenges with a comprehensive, strategic CRM solution that goes far beyond any other Software-as-a-Service (SaaS) offering. Oracle has the services, expertise, and commitment to ensure your success. Thanks to a continued investment in technology, Oracle CRM On Demand can meet your needs today and support your business as it grows and evolves.