

# Case Study: British Institute of Radiology



## The British Institute of Radiology Steps into the 21<sup>st</sup> Century with Fonteva

### At A Glance



#### Organisation

- Trade & Professional Association
- Less than 50 staff



#### Challenges

- Outdated CRM
- Poor Member Experience
- Low User Adoption
- No Integration with Website



#### Solution

- Online Member Portal, eStore, and Event Registration
- Automated Workflows
- Real-Time Reports and Dashboards
- Global Cloud Platform



#### Benefits

- Enhanced Staff and Member Experience
- Fewer Customer Service Calls
- Easily Managed Integrations with Critical Software

### Risking Relevance

Transformation is not for the faint of heart. Transforming the oldest radiological society in the world – the British Institute of Radiology (BIR) - to the modern-day international membership organisation meant a commitment to innovation, membership service, cutting-edge research, and staff engagement.

From its inception, the BIR has provided continuing professional development for their multidisciplinary community. In the eight years Jacqueline Fowler (BIR's Chief Executive) has been with the organisation, she has led its staff into the world of future-ready technology and membership management so that it can effectively and efficiently deliver on its multitude of commitments.

“We needed to move to something that was more agile, gave us more flexibility, and gave our members a vastly enhanced experience. It needed to be something that took us into the 21st century.”

- Jacqueline Fowler, Chief Executive, BIR



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## Outdated CRM Stymies Progress for Members & Staff

For years, BIR was not only working with a website that was inflexible and difficult to use, but also built on an extremely outdated customer relationship management (CRM) platform. It was not only the members who struggled with the out-dated platform, but the staff were challenged and disaffected with the system as well. The CRM proved difficult to retrieve data and had an extremely inflexible query tool. Eventually many BIR staff just refused to use the clunky platform and soon were keeping data stored locally on individual machines, in separate spreadsheets. Fowler and her team realized that if they didn't move to a good membership management system, the BIR might cease to exist.

“The staff were pretty disaffected with the old system. It was clunky and not user-friendly. People began to set up spreadsheets of their own, so our data wasn't centralized”

- Jacqueline Fowler, Chief Executive, BIR

## A Seamless Experience for Users with Fonteva

BIR searched for a new membership solution that was built on a platform with proven longevity and found it in Fonteva. From day one, BIR members and staff experienced an enhanced user experience. Members could update personal details and preferences and access members-only resources in the secure online portal. They can also purchase BIR publications and register for events, right from one easy-to-use site. All of the online options and automation enabled staff to focus on better serving their diverse member base.

Critical to BIR's future-forward commitments is member access and ease. Instead of frustration and overwhelming calls to staff for event registrations or membership renewals, Fonteva allows BIR to craft each part of a member's journey. From ease of use, to real-time data and information, BIR is experiencing the CRM they envisioned with Fonteva.

“The after sales experience has been excellent. ...not only has Fonteva delivered but they're still going over and above... I'm very impressed with that sort of attention to detail from Fonteva.”

- Jacqueline Fowler, Chief Executive, BIR

The British Institute of Radiology was able to bring their historic organisation into the 21st century with Fonteva. To learn more about how Fonteva can modernise your organisation,

**Contact Us at [marketing@fonteva.com](mailto:marketing@fonteva.com)**