

Benefits

- Enhanced on-line presence (official 'marketing website' for the marine industry)
- Easy management of website content
- Automated Membership Application & Levy Submission processes
- Effective e-mail marketing
- A 'single view' of all information
- Reduced paperwork & administration

case study

Grow Boating Australia

The Client

Grow Boating Australia (GBA) is a major new initiative for the recreational boating industry, which aims to increase boating participation, improve the boating experience and ultimately boost sales across all segments. More specifically it aims to deliver the following:

- Increased commercial activity across all industry operators.
- Increased bottom line profitability for engine importers, boat manufacturers and importers.
- Higher profile and improved image of the industry and consumer attraction to recreational boating.
- A more cohesive, professional and vibrant industry with a deeper understanding and control over its future.
- Higher levels of customer service and relations with more acceptable and consistent levels of customer satisfaction.
- Improved Government relations, both local, state and federally with greater understanding and support for our industry.
- A structured and dynamic national plan and direction for the industry to work to with measurable outcomes.

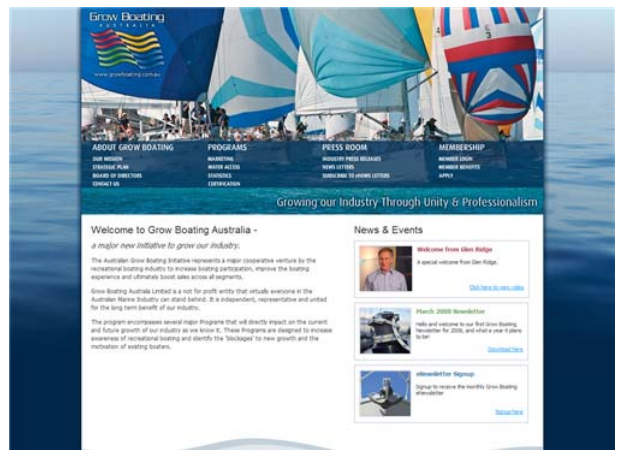
Program funding is sought from every segment of the Recreational Marine Industry, who will in turn benefit from the program. The Grow Boating Initiative is a not for profit, independent and incorporated entity that is 100% industry led.

Situation

Being a start-up company, Grow Boating Australia required an effective on-line presence to promote the new initiative to operators in the boating industry as well as other interested parties. In addition they required an automated, integrated solution to manage their processes including management of leads, memberships & levies, and outbound campaigns.

Solution

Grow Boating Australia engaged Qdos Technology to provide the following (next page):



www.growboating.com.au

SOLUTION OVERVIEW

Software & Services

- Qdos Customer Relationship Management (CRM)
- Qdos Content Management System (CMS), including website design

Vertical Industry

Boating Industry

Country/ Region

Australia

Project Timeframe

2 months

- Replacement of GBA's website with a Content Management System (CMS).
- Integrated Qdos Customer Relationship Management (CRM) for Membership and Levy management.

Replacement of GBA's website with a Content Management System (CMS)

Qdos Technology designed a new website (Content Management System) for GBA. Program stakeholders and other interested parties can now access the website and obtain basic information about the GBA initiative (and programs within this initiative), read press releases, and view/subscribe to newsletters. In addition it includes an on-line Membership Application Process and a Levy Submission Process:

Membership Application Process: Prospective members (manufacturers, importers & stakeholders) can apply on-line by completing an application form and submitting it for qualification and approval. On approval, members receive an automated e-mail containing membership information.

Levy Submission Process: Members can securely review their levy (contribution) history, submit a levy for a specific period, and view their corresponding tax invoice.

“The bottom line is that this site is designed to give major ongoing support to our industry. It is our gateway to communicate with our members on a daily basis.”

James Wilson, CEO, Grow Boating Australia

The on-line processes are connected in real-time with Qdos' CRM application providing a single view of all sales leads, membership, levy, invoice, & payment information (refer to the following page).

Members will also be able to log into the site and access detailed industry information on Discover Boating Marketing and Public Relations information, Dealer Certification information, Water Access & Infrastructure research, and much more.

The key benefit of the Content Management System is that GBA staff can easily manage the entire website.

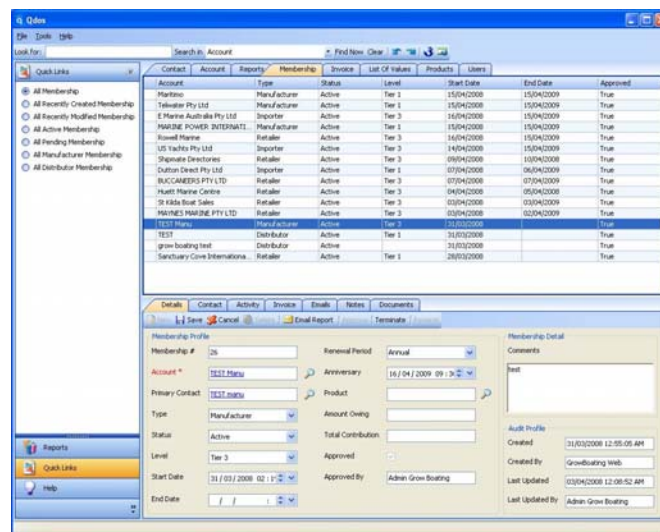
Integrated Qdos Customer Relationship Management (CRM) for Membership and Levy management

Qdos Technology implemented Qdos CRM for management of all sales leads, memberships, levies, invoices & payments.

Staff can create membership applications, and levies (for members & non-members), directly in the Qdos CRM application. Users can also create levy invoices and manage levy payments.

Qdos Customer Relationship Management application

GBA access the application to manage leads, memberships, execute Campaigns, view reports...



In addition, Qdos CRM Campaign functionality is used for executing & managing outbound marketing campaigns to leads or current boating industry members. Using Communication Templates, GBA can create standardised customer communications (with HTML content) for their targeted campaigns, & they can also personalise their communication messages.

Senior Management utilise the dashboard reporting functionality to obtain an at-a-glance perspective on the current status of the business, including funding levels & membership information.

For more information, please contact:

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The CRM solution integrates information obtained via all channels (including website, phone & e-mail) in a single, shared database repository.