

Case Study



Sector: Membership Organisation

Product: CANDDi Core
CANDDi Cookie
CANDDi Questions

Greater Manchester Chamber is the largest Chamber of Commerce in the UK with over 5,000 members. It provides business support to companies of all shapes and sizes through a range of sector-based membership services, and influences key decision-makers in local and central government on matters of business policy.

The Challenge

The Chamber engages with its 5,000 members using a variety of digital channels: social media, emails, and a rich-content website. But it struggled to see a single picture of the engagement these efforts were achieving, either with existing members or with Prospects.

The Chamber was also seeking a means to get more instant feedback from the membership, without resorting to large email campaigns to drive members to online surveys.

Selecting CANDDi

CANDDi met with senior management at the Chamber to discuss the digital challenges it was facing. Chief Executive Clive Memmott and Deputy Chief Executive Chris Fletcher quickly grasped how CANDDi's unique ability to cross reference behaviour and identity could show them a rich profile of each member's engagement.

"We've always had analytics data from our website, but that could never show us actionable information about specific members and prospects. When each member matters, you want to know that you are meeting everyone's needs," commented Fletcher.

The Solution

CANDDi initially added its Core Prospect Analytics package to the Chamber website, collecting only company and behavioural data as a trial to show the Chamber exactly what could be learned from the platform. The initial data collected was already compelling. visit to on-going usage of the platform. CANDDi configured custom Lead Scoring incorporating location data, and Custom Reports to give easy access to lists of high-value prospects.

"Even with a restricted set of data captured we could see which companies were engaging with us – and which ones we should be engaging with," said Fletcher. ***"It was clear that this was like no other analytics we had seen: this was information we could very quickly put to good use."***

With the CANDDi Tracker in place on the Chamber's website for the trial it was a simple matter to add both CANDDi Cookie and CANDDi Questions to the platform, providing instant compliance with the EU Privacy and Communications directive, and the ability to create instant, targeted surveys for Visitors.

The Result

CANDDi allows the Chamber team to see in detail the members that are engaging with its electronic communications, and those that are not. This data is used to flag members not getting maximum value from their membership and highlight potential risks and opportunities to the membership team.

The data from CANDDi also helps the Chamber to understand which topics and issues are of most interest to the membership, so that they can intelligently direct efforts. This data can be enriched using CANDDi Questions. Using this additional module the Chamber's research team can quickly and simply create surveys for site visitors and target them to specific groups: for example, only asking members for a response to a membership issue.

"Web-based survey tools are great but it takes quite a lot of planning to get a big survey out the door and a lot of effort promoting it. We might not get realistic results for weeks. With CANDDi Questions we can quickly take the temperature of the membership base, and importantly store the responses against membership profiles for future reference," commented Christian Spence, the Chamber's Research Manager.

"CANDDi is an invaluable tool for membership organisations looking to understand their engagement with the membership in an increasingly digital world," said Fletcher. ***"Unlike a CRM system that is a manual challenge to maintain, and so is inevitably always out of date, CANDDi is constantly updated in real time. Most importantly, the data it holds is easy to navigate and easy to take action upon. That's what makes it so powerful."***

Further Information

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