



Efficy user story : CCIB/KHNB



One-to-One Marketing with Efficy is a runaway success at Brussels Chamber of Commerce

Founded in 1703, the Brussels Chamber of Commerce is one of the oldest Chambers on the European Continent. Housed in the smart Avenue Louise shopping district, the Brussels Chamber successfully caters for over 3,000 companies and organizations based in the Brussels region.

Olivier Willocx, managing director of the Chamber:

"Our mission is to support our members' business development through advice, training, lobbying and offering a dedicated international outreach to stimulate the regional economy of the Brussels region - one of Belgium's growth engines."

"We organize for example some 130 events per year of which three attract each over 1,000 participants.

The Chamber is truly one of the key networking places of the Capital of Europe. The combination of our activities and the active participation of our members make us a communications platform of the first order that is highly respected by the political and diplomatic establishments, the international institutions in Brussels and the social partners. This is no rocket science but the proper execution of our business strategy."

Olivier Willocx: "Historically, we have moved from mass marketing to direct marketing, and now to one-to-one marketing. And, marketers are changing their practice of company-centric database marketing to customer-centric one-to-one marketing. Our main operational duties today at the Chamber are focused on professional networking."

One-to-one marketing is about individuals. Communicating with, selling, and servicing individuals by providing a unique and valuable personal experience. One-to-one marketing is a philosophy of understanding a customer's needs through asking questions and really listening to the answers, as well as through observing their actions.

With direct marketing, marketers target customers so they can communicate more at less cost. With a one-to-one strategy, marketers focus on what the customer wants to buy rather than what the company wants to sell. This meets the customer's needs and helps the customer become comfortable doing business with you.

The Challenge

Although the Chamber does not sell products as such, it is a privately-held service organization that has to earn its keep through sponsoring and membership fees.



Olivier Willocx: "Essential to fulfil our mission, we have to have a complete picture of prospects and members. This requires presenting a customized and coordinated message based on each prospect's interests, needs, and plans. And, it requires tracking all interactions that our prospects and our members have with the Chamber — and doing it instantly in real-time. This type of one-to-one interaction starts with the online and offline marketing activities, and continues through the sales, and service activities.

The only way this type of totally integrated, real-time communications, tracking, and management can be accomplished is with a unified system that empowers everyone in a company to maximize the understanding of each customer and maximize the value delivered to each customer.

"We used to operate an in-house database tool that was then replaced by a CRM package from the Chamber of Liège. Unfortunately, whenever we needed to update our software, the solution never made it on time. That is simply not done in a highly dynamic economic environment. So we started to shop around for a 'Best Practice' solution."

Efficy proved to be the winning ticket. "Never ever did we hear that something was impossible. The dealer is constantly proposing new ideas, is extremely pro-active and second to none in delivering a timely solution. They are truly amazing."

He continued: "What we needed was a multilingual CRM solution that could handle our database management, automate our accounting, keep track of our members' actions with the Chamber in real time as well as being a bridge to our trade representatives abroad, online."

"It was a tall order but our dealer convinced us they had the know-how and the experts to make it happen."

The secret to CRM technology is to use a unified database, and not disjointed individual databases that don't share data. A unified database eliminates the synchronization problem caused by having multiple databases spread throughout departments and field operations.

Customer relationship management is the technique of providing information to prospects and customers, and collecting information about prospects and customers, that allows us to help them evaluate and purchase products and services that deliver the best possible value to them. That is what we offered to the Brussels Chamber of Commerce when we introduced Efficy.

The Solution

The requirements of the Chamber set the stage for a number of very important benefits that would be introduced:

Complete Customer View - Real-time updating of a centralized database allows customer interaction data to be instantly available across all channels. Information entered at the Web site is available to call center personnel, sales representatives, service teams, and authorized business partners.

Real-Time Customizations - Changing customization settings by a system manager can be done in real-time when the system uses consistent software and one unified database.

Feature Enhancements - Adding new features, either by your software vendor or your IT department, is much easier to implement with a unified system.



Only by tracking the interactions that lead to sales can the customer relationship be truly managed, maintained, and nurtured.

"Understanding what the members want from the Brussels Chamber of Commerce — and how to provide it — is the foundation of the one-to-one marketing that is needed to implement a successful CRM system," Hugo Vierbergen said. "Once we agreed on the roadmap, Efficy was installed and up and running in less than a month."

Today, Efficy handles the Chamber's membership database management as well as the accounting without a problem. "The fact that we can add parameters and new fields when and how we need them makes it an extremely flexible solution for us.

Efficy is not just an application; it is a true Customer Relationship Management solution that is operational whenever the Chamber needs it. And when we request a new field to be developed for Efficy we get it within the hour.

ISO9001

Following the introduction of Efficy, the Chamber applied for an ISO 9001 certification. ISO9001 is a Quality Assurance standard about the traceability of information within an organization. The Brussels Chamber was granted their ISO9001 certificate as a direct result of the implementation of Efficy.

Traceability and transparency of the communications at the Chamber has also improved the bottom line of the Chamber in a significant way.

"We increased our turnover with 18 percent more members but more importantly for the long term - through Efficy, our communications is much more transparent. People know that we care because we have short turnaround times for their queries and our support of their businesses has improved as a result. That helps a long way to convince members to pay their fees because they see a return on their investment. And of course, so do we.

"The Brussels Chamber added 4,000 subscriptions last year over the Web, using Efficy as the CRM interface." It proved a win-win for both the Chamber and our new members," Olivier Willocx said. "We did not have to do any manual input for these 4,000 subscriptions and we reached out to a large number of online professionals, happy to have been served fast and efficiently."

"If you ever wanted a solution that tells you who does what where, with whom and for what purpose - Efficy is the one. Period."

