

# CRM for EO



The Customer Relations Management  
(CRM) software for your  
Employers' Organization

*To get ahead. Not a headache*

## 3 MUSTs and 1 SOLUTION for Employers' Organizations

Employers' Organizations **must** enjoy large membership, be representative and have suitable capacities to retain, expand and involve membership.

Employers' Organizations **must** professionalize their way of managing membership relations with members to play better their role and improve their communication with companies.

Employers' Organizations **must** have effective systems and dashboards to share information internally and maximize their effectiveness and efficiency.

## Have you ever thought of a Membership Database ?

CRM for EO is what you were looking for:

- Store extensive MEMBERSHIP data
- Manage and register SERVICES provided to members
- Manage MARKETING and COMMUNICATION
- Automatize BILLING Procedure
- Create a membership DASHBOARD for your EO via REPORTS

**CRM for EO: All in one tool!**

**OFFER FOR 25 Employers' Organizations  
in the biennium 2014-15!**



## Why CRM FOR EO?

Request Status	Name	Type of Member	City	Region	General Office Phone	User	General
✓	Mesa Airlines Corporation	Direct Member	Zamboanga City	Region II	(02) 805-4545	Admin	Admin
✓	ADIDAS PHILIPPINES, INC.	Direct Member	San Francisco City		652-1788	Admin	Admin
✓	ACCENTURE INC.	Direct Member			841-0111	Admin	Admin
✓	Ally Philippines	Direct Member	Manila	NCR	879-9488	Admin	Admin
✓	VISION MULTITECH CORPORATION	Direct Member			(02) 820-8820 to 32	Admin	Admin
✓	AMA UNITED Bank	Direct Member			833-4888, 831-3333	Admin	Admin
✓	ALBAY AGRICULTURAL DEVELOPMENT CORPORATION	Direct Member			855-8777, 78-810000/7375	Admin	Admin
✓	ATLANTIC CONTINGENT, INC.	Direct Member			364855 to 29	Admin	Admin
✓	BANK OF COMMERCE	Direct Member			962-6200	Admin	Admin
✓	BANK OF THE PHILIPPINE ISLANDS	Direct Member			878-8888	Admin	Admin
✓	Manulife Limited	Direct Member	Manila		811-8245	Admin	Admin
✓	CITIBANK S.A.	Direct Member			995-8112, 807-9607	Admin	Admin
✓	AIR PHILIPPINES CORPORATION	Direct Member				Admin	Admin
✓	BANQUEPARIS	Direct Member				Admin	Admin

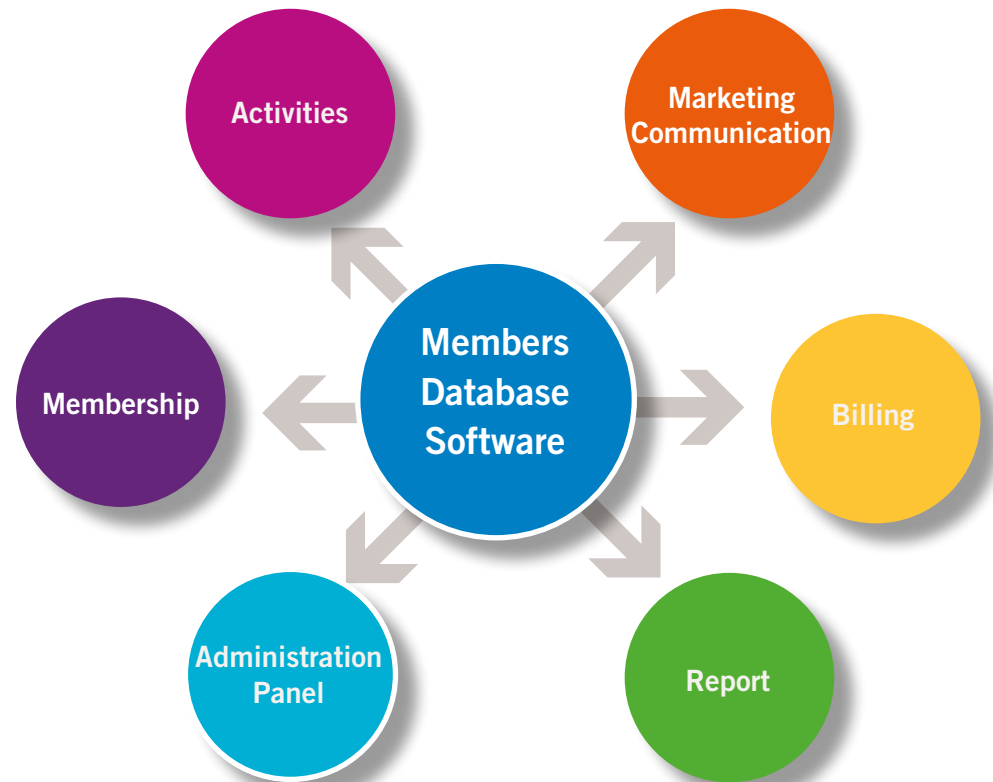
In the policy to attract and retain members, a professional membership database can make a world of difference and lead to:

- ✓ more efficient membership management
- ✓ improvement in the delivery of services for members
- ✓ increase in visibility through personalised communication
- ✓ segment marketing campaigns
- ✓ less labour intensive work
- ✓ forecast which will be your members' needs
- ✓ better share of information amongst colleagues
- ✓ automatization of billing procedures
- ✓ **increase of membership through maximization of members retention and recruitment of new members!**

## Which functionalities?

CRM for EO provides for 5 integrated modules:

- **Membership module:** all data related to the member companies, potential members and their features can be stored.
- **Activities module:** all services (including services for individual companies or group activities like training) rendered to members and communication with them can be managed and stored
- **Billing module:** monitoring payment of membership fees, automatizing the billing of membership fees and setting automatic reminders for membership renewals.
- **Marketing / Communication module:** allowing sending out emails to selected groups of companies/contacts and target marketing actions to members and non-members (useful for LOBBY: Survey, Communications; SERVICES: Invitation, Promotion to segmented targets; MEMBERSHIP: recruitment and retention campaigns).
- **Report module:** automatizing the creation of reporting for internal management with relevant information about members features and activities realized by the EO.



## Who designed it?

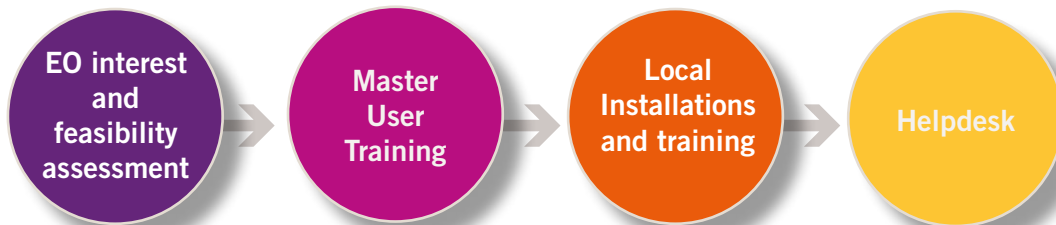
The Programme for Employers' Activities of the ITC ILO with the financial support of the Bureau for Employers' Activities and the Dutch Employers' Cooperation Programme and the technical support of a specialized IT company, invested in the development of CRM-based software to facilitate membership data management and meet the specific needs of national and sectorial business organizations.

A global survey amongst employers' organizations showed that many EOs were in need of it, but hesitated to tackle building a database on their own, being afraid of high development and license costs. We played on the economy of scale taking into account EO specific features!

## How to implement it?

The implementation of the CRM for EO in your organization is a 4-step process:

- Communicate your interest, contacting us at [actempturin@itcilo.org](mailto:actempturin@itcilo.org) with top management engagement for implementation.
- Participate in our Master User Training. This is a one-week course taking place in Turin (unless otherwise decided) targeting membership manager (or CEO) and the IT expert of the employers' organizations interested in the system; the Master Training for Master Users will enable the trained EO's representatives to get familiar with the global architecture of the CRM-system, identify beforehand needed customizations and start teaching the main functionalities of the database to their colleagues. The certified master trainers will be the system administrators after the installation.
- Local installation and training for all the staff. We will come to your premises to install the database and train all the staff in a 2-day workshop.
- Implementation of the membership database with support of a Helpdesk for 6 months after installation



## Advantages

- ✓ Open source. No licence cost
- ✓ Possibility to add on apps according to local needs and customize fields
- ✓ Installation on the net (clouding) or local server, as preferred by the organization
- ✓ User friendly interface
- ✓ Available in English, French, Spanish, Arabic and Russian

## Minimum Technical Requirements

- ✓ Local network or internet connection
- ✓ Operating systems: Linux, Windows or MacOS
- ✓ Web server (in EO premises or in hosting) – not needed for installation on local network- with a minimum 2 GB Ram and minimum 20 GB free disk space

*“CRM for EO is an awesome and innovative tool for boosting the effectiveness of EO”*

Olusegun Oshinowo, Executive Director, Nigeria Employers' Consultative Association

*“The software is fantastic and is revolutionizing our organisation!”*

Rosemary Ssenabulya, Executive Director, Federation of Uganda Employers

**In 2013 we successfully installed CRM for EO in 10 pilot organizations.**

**Why don't you join them?**

## How much does it cost?

**Total costs for the full process of installation is approximately 20.000 EURO per organization.**

The Programme for Employers' Activities, depending on funds availability and interest of specific sponsors, will seek to fund most of the costs.

If this is the case, **your Employers' Organization will have only to cover cost of local training:**

Workshop venue rental (if not in the EO premises) with well-functioning wi-fi system, Needed technical equipment including laptop for each EO staff, Catering services during local installation, Travel and accommodation costs for colleagues working in regional chapters and participating to the local installation, Enlargement -if needed- of space required by the installation of CRM for EO on the local server.

**If you are interested or you need further information please contact us at [actempturin@itcilo.org](mailto:actempturin@itcilo.org)**