

# SalesAgility



## Case Study

Scottish Book Trust





CASE STUDY

## Scottish Book Trust

Scottish Book Trust uses SuiteCRM to support all areas of the charity in changing lives through reading and writing.

**CUSTOMER NAME:**

Scottish Book Trust

**CUSTOMER DETAILS:**

Edinburgh, Scotland

**ORGANISATION TYPE:**

Non-Profit

**EMPLOYEES:**

60 Employees

**SUMMARY OF KEY BENEFITS:**

- Single contact repository resulting in better contact and relationship management
- Increased efficiency by automating key programmes
- Enhanced reporting due to single contact and programme database.

## Managing Programmes Seamlessly with SuiteCRM

Scottish Book Trust is a national charity that believes reading and writing for pleasure has the power to change lives. Bringing the benefits of reading and writing to everyone in Scotland since 1998, the charity delivers world-class programmes and annual awards to well over two million people. From introducing books and storytelling to pre-school children, to inspiring and empowering adult readers and writers, the charity works with a diverse range of audiences. With a broad range of programmes, Scottish Book Trust required a stable, easy-to-adapt platform that could grow with them in a cost-efficient way to support the day-to-day workflow of their teams.

### The Challenge

Scottish Book Trust required a CRM system which allowed for the better management and communication with a range of contact groups, and to support them in streamlining their programme management, as well as managing fundraising workflow and donations all currently stored in separate systems. The new CRM was seen as a crucial tool to efficiently manage communication, monitoring and reporting.

### Key Problem Solved

SalesAgility initially worked with Scottish Book Trust and their website partner, facilitating discovery workshops with the different user groups. Once the requirements were identified as User Stories and Acceptance criteria the SalesAgility team began to develop the key functionality required for each programme.

- **Better Contact Management:** Created a single repository for all Contact details and communication across all Scottish Book Trust teams with multiple permission levels.
- **Increase Programme Efficiency Administration:** Implemented a single system for the administration and management of key programmes such as Author Directory, Live Literature Programme, Bookbug Picture Book Prize and Schools Programme Events.
- **Integrated Solution:** A fully integrated solution with the Scottish Book Trust website and other tools such as JustGiving.
- **Event Management:** Created an event management system for internal and external events.
- **Scalable for Future:** Easily modified allowing additional Scottish Book Trust programmes and team to use the system, without requiring extensive reconfiguration or development.

Now Scottish Book Trust have a CRM system which reflects their needs and delivers strategic benefits. SalesAgility continue to work with Scottish Book Trust, hosting and supporting their instance as well as further refining the SuiteCRM instance to meet their needs.

Lucinda MacFarlane, CRM Manager at Scottish Book Trust commented: “The SalesAgility team has worked very closely with us to understand our programmes in order to identify the best solutions for our organisational needs. The team has been fantastic to work with, responsive and helpful, and they have essentially become an extension of our team. Our new CRM system will be transformative for our charity and we look forward to working with SalesAgility on future developments.”

## About SuiteCRM

SuiteCRM is the world’s most popular open source CRM with over 900.000 downloads and an estimated 4.5 million users world wide.

Key features include sales, marketing and service modules. SalesAgility is the driving force behind SuiteCRM and the logical option for enterprises and organisations looking for professional SuiteCRM services, such as migrations, consulting or training.

SalesAgility also offer with SuiteASSURED a total care package for SuiteCRM.

For more info, as well as a free demo, check out: [www.suitecrm.com](http://www.suitecrm.com)