

# **UFI ICT AWARD 2010**

## **CUSTOMER RELATIONSHIP MANAGEMENT**

**PROJECT  
“IMPACT SOCIETY”**

**SUBMITTED BY**

**IMPACT EXHIBITION MANAGEMENT CO., LTD**

**ON 15 MARCH 2010**

**Objective :**

**1. What were the objectives for conducting CRM activities within your exhibitions ?**

Project : IMPACT Society

Target : Stakeholder that are

- Organizer and/or corporate customer
- Visitor

*Objective :*

- To be the 1<sup>st</sup> venue that conduct CRM program for stakeholder (A 360° CRM Program)
- To express the gratitude to IMPACT customer and stakeholder
- To increase brand loyalty to stakeholder and maintain the existing customer
- To increase overall income resulted from Customer Relationship Management Program – stimulate 2% with 14 Million up sales revenue after 1 year of launching the program

**2. Did your CRM application replace an existing programme or is it a newly applied solution?**

IMPACT Society is a newly applied program.

**3. What added value services did your project seek to provide?**

- To bring value added to stakeholder
- To help organizer – corporate client reducing the cost and hence motivate MICE industry
- To facilitate the client with effective ICT CRM program

**Action :**

**1. What measures did you take to reach these objectives?**

- Percentage of retaining customer
- Revenue generate from CRM program
- Satisfaction evaluation from post event report
- Number of membership increased

**2. What were the specific challenges faced ? How were these overcome?**

The challenge is the software that will keep and analyze all key data of each stakeholder and produce output. The software is needed for tailored made one and it is under development process.

**3. Was your CRM application outsourced or developed in-house?**

The CRM program is developed in house with outsource for tailored made application

## Results :

### 1. Were your objectives reached ?

Yes.

1. Impact is the 1<sup>st</sup> venue that introduce A 360° CRM program
2. IMPACT customers are very interested in the program and hence rapidly increasing in membership number, from 1,531 pax in Dec 2008 to 9,238 pax in Feb 2010 or 603.40%, revenue increased from membership 1,969.08%
3. The existing customer not change the venue and add more business to IMPACT
4. The overall income from existing corporate customer is expected to be increased by 2% or 14,000,000 Baht or € 282,490.4357 (exchanged rate 45.0331)

### 2. What were the benefits for your customers ?

*Organizer :*

- Cost saving
- Positive feedback from their client due to the venue – Impact provide all in one service. For example, the positive feedback from their exhibitors that get the benefit from free wifi service.
- Increase in visitor to the show with effective visitor database by distributing the organizer's news to the right target group
- Improve visitor satisfaction and increase in visitor to the show due to facility IMPACT provide ex. Convenient parking reserved, IMPACT Society Lounge, special discount privilege for the member

*Visitor*

- Cost saving from the discount privilege for the member
- More convenient when visit to the event – reserved parking lot for membership
- More loyalty to IMPACT due to special activity to member and perceived IMPACT as All in One Service and Value Provided venue

### 3. Did you increase your revenues?

Yes. The revenue increased from visitor keep visiting IMPACT to enjoy their benefit they have. This helped the organizer too in drawing visitor to the event. Comparing to the no. of the same quarter of last year sales at one restaurant outlet, the percentage increased from IMPACT society member part is 947.83%

### 4. What were the quantitative and/or qualitative effects on your exhibition activity ?

*Quantitative :*

- The increase in membership no.

- The income increased from the benefit the member redeemed from membership program is 1,166.02%
- Expected retain corporate customer 100%
- Expected sales generate from existing corporate customer resulted from CRM program 2% or 14,000,000 Baht or € 282,490.4357 (exchanged rate 45.0331)

*Qualitative :*

*Exhibitor :*

- Customer feedback is positive with the program since it can reduce their cost, facilitate to their visitor to the show so hence in increasing their audience to the event

*Visitor :*

- Membership visitor comes due to the convenient provided and perceived IMPACT as All in One Service and Value Provided venue

# IMPACT SOCIETY CRM MODULE

