

CRM is key to enabling charities to increase online donations and improve user experience, says m-hance

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m-hance, an innovative supplier of business software solutions to the mid-market, is urging charitable organisations to implement new Customer Relationship Management (CRM) technology (<http://www.m-hance.com/software/microsoft-dynamics-crm/>) to increase revenues and improve the experience of their donors online.

A recent report by user experience company, Nomensa, which compared the online donation processes of Cancer Research UK, Macmillan Cancer Support and Marie Curie Cancer Care, has revealed that online donating accounts for just 7% of their total donations. Nomensa's survey also highlights that almost half of users (47%) who start an online donation fail to complete it because the online journey is not sufficiently intuitive or engaging.

Andrew Hayward, managing director of m-hance, says, "This research suggests that charities still remain overly reliant on traditional fundraising methods and are missing out on substantial revenues by failing to maximise the huge potential of increasing online donations. This is particularly worrying considering the economic downturn has placed even greater pressure on charitable organisations to maintain and grow their revenues, despite being faced with greater competition from other charities for donations."

CRM systems (<http://www.m-hance.com/software/microsoft-dynamics-crm/>), seamlessly integrated into an organisation's website and back-office software solutions (accounting / ERP systems etc), can help to significantly increase charitable donations by improving users' online donation experience whilst enabling charities to better understand and engage their supporters in their activities.

By leveraging the advanced functionality of CRM technologies excellent customisation capabilities, charities can gain a truly 360 degree view of their supporters by analysing historic donations, managing details of donors and recording frequency of contact. Combining CRM with social media applications enables organisations to further interact with their existing and perspective donors more effectively via established websites such as Facebook, Twitter and LinkedIn.

Hayward comments, "The advanced functionality of today's leading CRM systems offer a powerful alternative to traditional fundraising packages and can make a rapid difference to a charity's bottom line by driving revenues and engaging users to improve online giving. Only by truly understanding the needs and motivations of their supporters can charities improve their current operational performance and make donating online a more valued experience."

Hayward adds, "Despite the current financial austerity, taking advantage of the latest CRM functionality can be cost effective if implemented via a cloud computing application. For the best results, it's important that charitable organisations select a reputable supplier (<http://www.m-hance.com/sectors/third-sector/>) with proven experience of successfully delivering end-to-end CRM analytics solutions to improve productivity and boost the return-on-investment from their campaigns."

-ENDS-

Notes to Editors

*NB for further details concerning Nomensa's charitable report, please click here:

<http://www.nomensa.com/about/news-items/47-donors-not-completing-their-journey-give>

About m-hance www.m-hance.com

m-hance is a UK-based company providing innovative and functionally rich business software solutions to 2000 mid-market sized organisations including G4S, Stafford Lynch and Endsleigh Insurance. m-hance's core solutions offering consist of financial management, CRM, managed services and software development in a variety of vertical markets including distribution, manufacturing, not-for-profit and professional services.

Formed on 1 November 2011 following the acquisitions of Calyx Software, Gyrosoft, Trinity Computer Services and elements of MentecPlus, Touchstone Group, Sys-Care and Avant-Garde, m-hance is a leading supplier of innovative business software to mid-sized organisations. m-hance is currently supported by 150 staff from offices in Manchester, London, Loughborough, Dublin and Glasgow.

Press Contact:

Ben Carey, PR Manager

T: 07713 196971 E: ben.carey@m-hance.com