

A strategy that
incorporates internal
business processes
and

[Business](#), [Decision Making](#)



A Customer Relationship Management system (CRM) is used as a key strategy by business, and an ever-increasing number of small to medium sized businesses are implementing a CRM in order to improve their competitive position. CRMs are used to help a business collect, analyse and manage customer information through the use of IT tools and data analytics to respond to customer needs and by establishing relationships that are beneficial to both the customer and the business. Businesses that have adopted a CRM as part of their strategies can expect to grow at a greater pace than similar businesses who have not adopted a CRM (Mohamad, et al., 2014). The implementation of a CRM has the ability to provide the following benefits to BMT to improve its competitive position: Improved access to customer information; Greater knowledge of customers' interests and demographics; Increased efficiency and automation of business processes; Improved customer feedback processes; Increased growth and revenue through enhancing business intelligence; membership programs, partnerships and sponsorships; Integration and improvement of marketing programs and feedback from these programs; Security and fraud compliance; Reduced maintenance and licensing costs; and Better collaboration and coordination between sites. A CRM is a core business strategy that incorporates internal business processes and procedures with external networks so a business can profitably communicate with relevant customers.

A CRM involves all aspects of identifying customers, building relationships with these customers and shaping the customer perception of the business and its products (Mohamad, et al., 2014). By implementing

aCRM, BMT can enhance its relationships with customers. BMT will have access to customer email addresses that can be used for campaign notifications of fundraising activities or other events held by BMT or its partners. A CRM provides a place for people to make donations as well. It can utilise data analytics to support strategic decision making and planning which is essential to ensuring that management and the Board make the best decisions for BMT.

Social Media Presence Social media sites like Facebook and Twitter have given businesses in the not for profit sector new avenues to engage with the community and other stakeholders, especially concerning fundraising activities. These sites have also offered opportunities for not for profits to increase their donor base and volunteer cohort (Saxton & Wang, 2014). Because most adults visit social media sites on a daily basis, many businesses in this sector understand the importance of having a social media presence and are already actively using it to raise funds and reach out to their patrons, donors and volunteers. According to (Warner, et al., 2014). 98% of not for profits have a Facebook page, and 57% have a Twitter account, with most accounts having thousands of followers.

Not for profits have also embraced other social media sites such as LinkedIn and YouTube to engage with larger audiences and enhance fundraising efforts. Online giving has become a significant way to acquire new donors, and these new donors often give larger donations than traditional donors (Saxton & Wang, 2014). Users of social media sites are increasing every year

and with over a billion users on Facebook alone, having a social media presence is a good strategic move for a business.

Using social media is not something only for younger people, as use amongst people over 50 nearly doubled between 2009 and 2010 (Saxton & Wang, 2014). (Saxton & Wang, 2014) also states that the 'fans' an organisation has developed through social media channels gives rise to the 'social media effect' which sees an organisation's fans connecting with an ever increasing circle of online friends in their social networks. This has the effect of increased awareness of an organisation's mission and the amount of donations it receives.

BMT can gain from having a social media presence to connect with not only the current patronage, but also with the wider community. Social media will give BMT a platform to connect with other people and organisations. Current patrons can share BMT's social pages with their friends and family, which could benefit BMT in the way of increased patronage, community involvement in fundraising activities, donations and volunteer interest. All of these advantages help in giving BMT a competitive edge in the marketplace. Effective Change Management Change is inevitable for business in the digital age, and is an unavoidable consequence of implementing information systems (Ziemba & Oblak, 2015). To help businesses, its employees, customers and other stakeholders deal with the change that comes with the implementing information systems, an effective change management strategy should be put in place to ensure a smooth transition to the new system. According to (Ziemba & Oblak, 2015) change management

is where a business uses the tools, techniques and processes to manage the people side of change to achieve a desired outcome. Change management is a contributing factor to the success of many projects, and is a vital factor for success for IT projects.

In IT projects, there is the configuration side of the project and the other side deals with how the system is used by the people within an organisation. Such projects are not only technically challenging but also heavily reliant on people resources and when these two are integrated, performance is improved (Bredmar, et al., 2014). (Ziemba & Oblak, 2015) have summarised various critical success factors for change management, which are outlined in Table 1. Table 1: Critical success factors for change management in IS projects