Case Study - Association of Professional Staffing Companies

Finding a supplier that will assist in every aspect of the digital journey that a client follows is not easy. Finding one that works in partnership is even more difficult. It is not a commodity. e-mango provides an integrated solution that gives you control of both your website and your membership database in one easy to use dynamic system.

About APSCo
The Association of Professional Staffing Companies (APSCo) is the professional body representing the interests of recruitment organisations engaged in the acquisition of business professionals, on behalf of their clients, either on a permanent or flexible basis.

To its members it delivers valuable commercial opportunities, business information, research, an influential lobbying function, networking, social and charity events, specialist forums and thought-leading public relations.

To candidates and employers it provides a guarantee of excellence, best practice, quality, integrity and expertise.

APSCo provides a powerful unified voice for the Professional Recruitment market and is proud to represent, promote and support such vibrant and innovative sectors of the recruitment industry.

The Challenge
e-mango originally met with APSCo in November 2008. At the time they had a very basic website and CRM that in no way provided them with the flexibility that they needed. They were unable to manage the website content themselves which translated into delays in adding important member information on such things as events for example. Members were never directed to the website as it was not particularly user friendly.

The CRM database was never really adopted as APSCo staff preferred to use Microsoft Outlook for emailing as it was easier. This meant that member communications were largely sent as attachments to email, which either did not get through firewalls or were trapped by spam filters.

All in all, the system was very difficult to manage and the delivery of services to member suffered as a result.

The Solution
After a long and carefully planned period of capturing requirements and detailed internal discussions, APSCo decided to invite quotations from three suppliers of membership management systems. e-mango was able to demonstrate that they had the right solution for APSCo and in March 2010,

We found the whole process of design and development of the website much easier this time than when we had undertaken a similar exercise in the past. e-mango guided us through and helped make it as painless as possible.

The upheaval that a new system like this creates is difficult and it was definitely smoothed by e-mango’s approach.

Marilyn Davidson - Director of APSCo
engaged e-mango as their website and membership management system supplier.

On 1st October 2010, APSCo went live with their new website and membership management system and now they have a website that is simple to use and can be updated on a daily basis with member information, event information, presentation slides, news articles, press releases, member offers, legal information and links to all members and affiliates.

The easy to manage CRM database holds all contact and member information, member preferences and what information has been sent to them, which event they have attended, prospective member details and all contact history.

The database also allows APSCo to assign categories to members, which greatly assists with the management of various groups of members and the dissemination of information to them.

Although it took a short while for all APSCo members to become accustomed with using the new system to obtain information, most are now happy with using it and as a result, website traffic has significantly increased as APSCo actively drive people there, now.

Better engagement with members and the ability to provide them with significantly more information, coupled with better management and statistical information has made a major contribution to improved efficiency.

**The Testimonial**

Now that APSCo have been using the system for some while, we asked Marilyn for her overall impression, she said,

“When APSCo made the decision to invest in a new website and membership management system we looked very carefully at what was available in the market.

We chose e-mango because they demonstrated a commitment to excellence and clearly understood the issues we were facing. They listened to our thoughts on what we wanted the website to look like and what we wanted to be able to do with the membership. They worked closely with us to agree the design and content and provided relevant training to help us make the most of our new tools.

Throughout they have been helpful and supportive and there is no doubt that we have a strong on-going relationship that will enable us to provide the best service for our members.”

Marilyn Davidson – Director of APSCo

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