



*It was as if the scars of the old project became healed throughout the new implementation.*



**Andrew Shipway**  
Head of Technology & Data  
BVA



## CRM and Portal Working Seamlessly to Deliver Enhanced Membership Services



### The voice of over 19 500 international and UK members

The British Veterinary Association (BVA) represents the UK veterinary profession, offering policy development, journal publication, professional development, events, support services, and managing the Canine Health Schemes.

BVA's membership categories are: Standard, Young Vets, Concession, Joint, Student and Group.

### Overhauling a dated and disjointed digital system

In 2013, BVA commissioned a Dynamics CRM provider to replace its legacy system. However, ongoing issues led BVA to seek a new partner by 2019.

To eliminate manual workarounds, they needed an integrated solution combining:

- CRM
- Members portal
- Finance System
- Email marketing tool
- Canine Health Scheme (CHS) portal

BVA aimed to improve efficiency, automate processes, and unify their communities (members, vets, CHS participants) into one system for easier interactions and better engagement understanding.

They sought a trustworthy, long-term digital partner and collaborated with Hart Square, a consultancy in the NFP sector, to validate their choice.



## Building Confidence Through Discovery

Bluelight assessed user requirements through a detailed Discovery program, understanding where the original Dynamics CRM project failed and aligning BVA's success aspirations with BlueCRM/Dynamics.

Teamwork was crucial, and as requirements were refined, BVA built confidence in the process, ensuring their bespoke needs were met without unexpected costs. Bluelight provided continuous guidance and reassurance, ensuring a successful Go Live.

Their expertise in identifying requirements and creating a realistic project schedule allowed BVA to sign off confidently, knowing the project's cost, timeline, scope and quality boundaries would be maintained.

## The Benefits

The integrated system eliminated manual workarounds and unified BVA's three communities into one platform.

- COMPLETE MEMBER VIEW
- ENHANCED CUSTOMER SERVICE
- IMPROVED EFFICIENCY
- POSITIVE COLLABORATION
- INCREASED STAFF EFFICIENCY
- RELIABLE DATA ANALYSIS

### Get in touch

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*BlueCRM is simpler yet highly effective at delivering complex solutions, so the team are much more confident using the system daily.*

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