



Case Study

Delivering an ambitious transformation in 9 months!

THE TRANSFORMATION CHALLENGE



To bring Twins Trust's vision to life, they outlined a five-year strategy that hinged on leveraging digital technology to enhance support to more families.

It aimed to build an integrated Web, Communications, and CRM environment that would enable it to foster stronger relationships with members and donors and deliver personalised support to the multiple-birth community.

The transformation project, however, came with a set of challenges - limited budget, time and staffing constraints, all of which had to be carefully managed to meet the ambitious nine-month deadline.

OVERCOMING THE ODDS



Acknowledging these challenges right from the outset, Twins Trust partnered with Bluelight. Together, they developed a detailed plan, fostered open and honest communication, and ensured a collaborative approach to absorb the complexities of the implementation process.

Bluelight remained focused on the data, processes, and people at Twins Trust, ensuring project objectives were met, even if it meant going 'above and beyond' the core requirements.

This meticulous approach resulted in the successful implementation of a new integrated digital platform on time and within budget.



The Twins Trust Story

Four decades ago, Twins Trust, then known as Tamba, embarked on a mission to improve the lives of twins, triplets, and more across the UK.

As the only charity of its kind, it experienced a threefold growth in membership over the last decade, reaching over 20,000 members. Despite its growth, the organisation acknowledged the need to raise awareness among the general public about the challenges associated with multiple births.

Twins Trust, envisions a world where families of multiples are happy, healthy, and supported.

“The care, dedication and commitment shown by Bluelight's support team is something I've not come across before when working with a CRM partner.

Emma Collins | Head of Development



www.teambuelight.com



info@teambuelight.com



bluelight



Case Study

Delivering an ambitious transformation in 9 months!

THE TRANSFORMATION SUCCESS



- 1 A complete rebranding from Tamba to Twins Trust.
- 2 Successful implementation of Dynamics CRM and data migration from legacy sources.
- 3 Integrated functionality across all areas of Twins Trust's processes.
- 4 A new, fully integrated Website and Communications platform.
- 5 A fresh approach to communications, branding, and tone of voice.

REAPING THE BENEFITS: 5 YEARS ON



- **Improved Data Management & Communication:** Enhanced targeting and improved engagement through robust integration of BlueCRM with their communication platform.
- **Cost Savings through Automation:** Redeployment of staff and resource efficiency due to automation of membership processes.
- **Increased Flexibility & Adaptability:** Efficient adaptation of the CRM to meet strategic aims, thanks to the flexibility of BlueCRM.
- **Centralisation of Data:** A comprehensive 360-degree view of supporters, beneficiaries, partners, and impact reporting due to data consolidation.

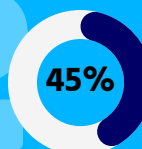
AFTERCARE



- **Quick Response:** The prompt and dedicated responses from the Bluelight team significantly enhanced the charity's experience with BlueCRM.
- **Alignment with Growth:** BlueCRM evolved over the years in alignment with Twins Trust's growth. Bluelight showcased its commitment to being a technical support partner and a thought partner.
- **Positive Culture:** Twins Trust appreciated Bluelight's culture and philosophy, which perfectly balances size and effectiveness. They demonstrated a genuine interest in the charity's mission and vision.
- **Employee Care:** Bluelight's care for their staff led to a happy, dedicated workforce, which is reflected positively in their working relationship with Twins Trust.

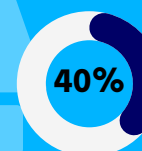
“I would absolutely recommend BlueCRM to other charity organisations. The Dynamics CRM platform's flexibility helps charity organisations cater to their evolving needs, leading to operational efficiencies and better strategic outcomes.

Emma Collins | Head of Development



REGISTRANT
GROWTH

Using BlueCRM, Twins Trust saw a 45% increase in website sign-ups. This growth expands their user base and potential members for their charitable objectives.



ORGANISATION
DATA

Twins Trust has seen a 40% increase in the number of organisations they have data on since migrating to BlueCRM. This indicates that their data management practices have improved, resulting in more organised and accessible information.

