



Transforming Risk into Opportunity: How the BDA Regained Member Trust with BlueCRM

Supporting 11,000+ Dietitians

The British Dietetic Association (BDA) is a UK-wide membership organisation with 11,200 members representing the whole of the dietetic workforce.

As a Trade Union and professional body, it represents its members' professional, educational, public and workplace interests.

A CRM Crisis at Scale

The BDA's previous CRM system failed catastrophically with direct debit errors, duplicate records, and lost membership data.

Members faced incorrect charges, cancelled memberships, and lost access to benefits. The situation escalated to a red RAG strategic risk.

At its worst, the system auto-cancelled 10% of members without instruction, creating significant administrative burden, reputational damage and financial costs.

From Chaos to Control with BlueCRM

The BDA selected Bluelight through a rigorous tender process to implement a new CRM solution.

Bluelight's experience supporting membership associations with best in class technology platforms enabled seamless integration with BDA's website and other systems.

Through collaborative workshops, Bluelight and the BDA developed a tailored system meeting real operational needs without unnecessary complexity.



From red RAG risk to trusted platform. BlueCRM is transforming how we operate and how members experience the BDA.

Louise Pritchard, COO | BDA

CASE STUDY

Built Under Pressure

With the existing CRM contract ending October 2023, Bluelight maintained tight project controls with no room for delay.

The team maintained close collaboration throughout development, building trust and solving problems efficiently.

Bluelight successfully launched BlueCRM by early October 2023, delivering on budget and on time despite the challenging timeline.

Futureproofing for Growth

With Bluelight's ongoing support, the BDA is implementing membership engagement scoring, personalisation, and political constituency mapping.

These enhancements support their strategic goal of reaching 20,000 satisfied members by 2034 through improved recruitment and retention strategies.

Strategic, Financial, and Member Wins



Attrition Rate*

Improved Member Experience & Engagement



Admin Reduction*

Reduction in time spent on member queries



Increase in staff confidence*

Improved Staff Experience and Engagement

*April 2025

Everyone at Bluelight works to a fantastic standard and knows how to get the best out of us. We're confident we can trust them with our future data challenges.

Louise Pritchard, COO | BDA

