

Case Study: Safeguarding your Membership Platform

APPLiA

APPLiA is a European level trade association that provides a single, consensual voice for the home appliance industry in Europe. Based in Brussels, they are the parent organisation of 25 national associations across 24 countries and have over 2000 individual members. Corporate members include Panasonic and Dyson.



Challenges

APPLiA's highly specific requirements meant that an out-of-the-box solution would not fulfil all of their complex needs in a single solution. They required a system that allowed them to differentiate between organisational and individual members. Their existing system was slow and unable to cope with their interconnected data streams, often taking minutes to load pages. Likewise, existing invoicing processes were inefficient and time consuming. A system that fulfilled their extensive security requirements, ensuring they could store confidential discussions with high profile corporate members, was essential.

"APPLiA's database and the hundreds of documents stored in past meetings are crucial for the daily work of the Association. With the help of VeryConnect, we are now enjoying all this information."

Paolo Falcioni, Director General, APPLiA



Solution

APPLiA worked closely alongside VeryConnect during the customisation and implementation of the system to build a bespoke solution that has helped streamline their processes and has resulted in a rewarding platform that provides value to their team and members.

As all of APPLiA's member engagement happens through the platform, our teams speak monthly to ensure the continued success of the platform as an integral part of their organisation. As they grow, we are there to grow with them and facilitate any additional needs.

- Membership Management
- Rigorous Security Framework
- Member Networking and Working Groups
- Bespoke Invoicing and Billing System

Results

The software has met APPLiA's complex needs by providing a bespoke system fully fit for purpose. Our system efficiently loads all APPLiA data at the expected speeds of traditional web pages, handles the sending of over 150k emails per year and delivers a high quality security system. APPLiA now have multiple separate directories for organisation and individual members and a CRM for external contacts.

VeryConnect also ensured the smooth transition to the new system by importing APPLiA's extensive historical database, including thousands of past events, corresponding files and agendas, and attendee lists. Imported Working Groups can now collaborate, discuss policies and legislation and plan Zoom calls through the online community, a core function of the organisation.

The system also includes a custom integration with APPLiA's bespoke finance software alongside Xero. Based on this collaboration, non-membership related invoicing, including billing for projects is now available in VeryConnect.

"VeryConnect were given access to our previous system, developed a means to extract all events and implemented a cost-effective solution to our asks quickly and efficiently"

Paolo Falcioni, Director General, APPLiA



Team of over
15



GDPR
compliant



Bespoke
invoicing and
billing system



Organisation
and individual
membership

Find out more:

+44 141 459 1024

mail@veryconnect.com

veryconnect.com