

Customer Story

BOIC saves time thanks to centralized management of contacts and business processes in Microsoft Dynamics 365

BOIC is the Belgian Olympic and Federal Committee that represents the Olympic Movement and its values in Belgium. The Committee brings together 81 national sports federations, which consist of more than 30.000 sports clubs and more than 2.000.000 active sports people.

BOIC uses Microsoft Dynamics 365 Customer Engagement (CRM) for relationship and partner management, for the organisation of delegations and for the automation of working processes.

Pascal Dufourny, Project Manager at BOIC: "We realized that our database was extremely outdated and that we urgently needed to modernize and automate our business processes. We explored various business solutions and technologies. We wanted a product that gave sufficient guarantee in the long term. As a global player in the field of CRM software plus the integration with Office 365, Microsoft Dynamics seemed a good choice to us. We chose Net IT, Gold Partner of Microsoft Dynamics 365, as our strategic CRM partner."

Less administrative workload, more time

BOIC centrally manages the administrative data of its contacts in Dynamics 365; this are the athletes, coaches, sports federations, sponsors and partners. Pascal: "An important advantage of CRM is that we have one central database and that our employees are always working with the same data. In the past a lot of people still worked with separate Excel lists."

The athletes themselves can also consult and update their own data via a specific athletes portal. Net IT developed a separate website for this and integrated it with the Dynamics 365 environment of BOIC. Athletes can log in to the portal and check their own administrative data. If necessary, they can customize data themselves.

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Pascal Dufourny
Project Manager at BOIC

All this reduces the administrative workload and saves time, both for the athletes as for BOIC. "When organizing a new delegation, we used to send all potential candidates a standard email with an attachment to fill in their details. Usually the athletes and their coaches printed out this attachment, filled in the details and sent it back to us scanned or by post. We then typed the data into our systems. This was a very time consuming task", explains Pascal.

Organisation of the delegations

The core task of BOIC is to organize delegations for internships and competitions (Olympic Games, Winter Games, Youth Olympic Games). The top sports department must collect information from potential candidates and pass this information on to the organizing committees of the internships and the competitions. All this is done almost exclusively via CRM, largely automated by workflows.

Pascal: "One of the objectives of our CRM-project was to streamline and automate our business processes. When organizing new delegations in the past, we always fell back on the individual experience and relatively manual working method of a few people. If one of these people would leave BOIC, a lot of knowledge would also be lost."

"In CRM we also give a status per athlete, such as 'Selected' or 'Still to be decided'. If 20 athletes are selected for a certain delegation, then we should not adjust the status of all these athletes one by one. We can update each status with one simple click, or 'in bulk' as they say in CRM-language. Keeping track of information is therefore much faster and more correct", says Pascal.

Integration with third-party software

Net IT took care of the integration of Dynamics 365 with other software to further enrich data. For example, there is an integration with Gracenote, an extensive database of sports facts, results and statistics worldwide. Pascal: "The link with Gracenote ensures that we can closely monitor the performances and top times of our Belgian athletes"

In addition, there is an integration with the Team Belgium website. The data on the website is adjusted with data from Dynamics 365, such as medals achieved and top times. "This way we avoid that our communication department also has to keep separate follow-up files. We work with one central database. So there's no more double work," says Pascal.

There is also a synchronisation with the accounting system and the online approval process of invoices in the CRM-tool. As soon as an invoice is received, Dynamics 365 sends an email to the colleague involved with the request to indicate whether or not the invoice is for him and to approve it.

Once approved, the invoice is effectively booked in the accounting system and the colleague receives a confirmation.

Good guidance from Net IT

BOIC faced a serious challenge. Pascal explains: "Because we didn't have an IT Manager in-house and no one at BOIC knew exactly what CRM entailed, we had to start completely from scratch and rely on the expertise of Net IT. The planned and transparent approach of Net IT has helped us enormously to successfully implement our CRM-strategy."

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"Net IT guided us very well from the start with an in-depth analysis and a detailed plan. Such a detailed analysis is really necessary, you have to think critically and first identify all needs. Net IT thinks along with its customers."

A lot of attention for the end-user

During the entire CRM-process, BOIC always paid a lot of attention to the end user. For example, they occasionally sent a survey to the employees with questions such as: how well do you work in CRM? What is the added value of CRM for your job? ...

Pascal concludes: "CRM must ensure that our employees can do their job better. That is why we spend a lot of time on measuring and testing the use of CRM."