Two in one: Onehunga upgrades website and CRM

When it came to refreshing its tired website, Onehunga Business Association knew it was a great opportunity to upgrade its CRM (customer relationship management) system at the same time.

BID programme manager **Amanda Wellgreen**, *right*, utilised her communications expertise to update the website content herself while membership and administration manager **Laura Hulbert**, *far right*, took on the task of updating the business directory.

"We had been investigating solutions for CRM and the website for the best part of a year or so. The Onehunga website was developed about eight years ago and it was time for it to be refreshed," Amanda said.

"Our CRM was also a static tool based on a desktop computer so we wanted something that was dynamic and cloud-based so we could all access the information.

"We looked at different tools but integration of the two was primary."

After investigating several options, Onehunga chose K' Road-based company Cyber Glue to deliver an 'out-of-the-box' 'MemberConnex' website tool rather than the more expensive, custom design option.

"The price compared to a combination of a quality CRM tool (our second choice was Sugar), a WordPress website, SurveyMonkey and MailChimp.

"We really liked the ease of dealing with one company and having all the tools accessible on one platform. MemberConnex can do everything we needed with more tools like incorporating Stripe for event payments and Xero."

Amanda   Laura

We asked Amanda to share her recent experience with fellow BIDs who might be looking to undertake a similar project.

"Don't under-estimate the time involved in construction," she said.

"Our website is not a whizz-bang flash tool, but it still required 100+ hours to get content loaded in.

"We also have a really good local creative who helped us with banners and images (I started building up our image library in 2018) which have been well-utilised throughout the website.

"Also, don't sweat the small stuff – there's probably no-one else but you who will notice a lot of things.

"I could keep working on it for a few more weeks and add more and more but at some point, you've got to stop and publish then deal with the consequences. Deadlines help and for us it was going live with a new ticketed event which required us to really focus on delivering a great customer experience.

"I'm happy to talk to anyone about our website experience but I'd really support BIDs using Cyber Glue and keeping things local – they've been great support for a big project."

Use Main Business Category to view all businesses (ie all businesses under fashion, all businesses under hospitality etc). You can also narrow your search by directly selecting from the sub categories.

You can also search by keywords.

Keywords:

Keywords...

Main Business Category:	Hospitality:	Fashion:
ANY	ANY	ANY

Health & Beauty:	Community & Government:	General Shopping:
ANY	ANY	ANY

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ANY	ANY	ANY

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