

Outsourcing your membership register – it's simple

Case Study with Hull and East Yorkshire Hospitals NHS Trust

Challenge: To build a fully functional, bespoke database within five weeks and enter over 1,800 new member application forms.

Background: Hull and East Yorkshire Hospitals held an in-house database of members using excel spreadsheets. Realising that they needed something more comprehensive if they were going to achieve their membership targets, they approached Capita Membership Services about providing them with membership support services.

"The team at Capita have been professional and adaptable from the moment we commissioned them to build our Membership Database. The support they have given us during the early stages of development, and that they are continuing to give us as we progress our membership recruitment has been excellent. We found that no job was too big or too small. We look forward to continuing to work with them in the future"

Kate Bowden,
Corporate Governance Manager,
Hull and East Yorkshire Hospitals

Solution: the Trust selected Capita to provide them with a bespoke database so that they could be sure that their reporting needs would be met in the short time that they had available. By transferring their membership register to us, the Trust could also hand over the time-consuming task of entering 1,800 new member application forms.

What we did: After holding a meeting with the Trust to finalise the finer details of the specific information they wanted to store about their members, we:

- created the Trust's catchment area using highly sophisticated mapping tools, automatically allocating their existing members to their correct constituency;
- trained the new Trust users on how to use the system with their dedicated Relationship Manager;
- processed the 1,800 new member application forms, automatically allocating them to their correct constituency and applying socio-economic grades; and
- cleansed the existing and new member details for bereavements and 'Gone Aways', whilst ensuring the register conformed to Royal Mail address format standards.

Results: With one week to spare, Hull and East Yorkshire Hospitals were able to use their specially tailored database to run reports for Monitor as well as begin to understand their membership better with the tools and mapping functionality that form an integral part of the membership platform we provide.

Benefits: By transferring your membership register to Capita Membership Services, you can obtain the same benefits as Hull and East Yorkshire Hospitals:

- End-to-end project management
- Accurate data migration
- Work with a team of highly professional staff
- Automatically PAF-verified addresses
- Eligible member statistics and addresses
- Membership platform that does more than just hold member details

For more information about how we can support your Trust, please contact:

Ross Hignett, Business Development Manager: 07760 991 813 / 01256 383 767 / ross.hignett@capita.co.uk

www.capitamembershipservices.co.uk

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Registered in England No. 2299747.

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