



## Licensed Trade Charity Implements Pro-7 Record Management Software From ProTech

*Fully integrated system helps charity to strengthen relationships with members, beneficiaries and donors through targeted, timely communication.*

The Licensed Trade Charity (LTC), a registered charity for the young, elderly and sick in the retail drinks industry, has implemented Pro-7, the latest release of ProTech Computer Systems' record management software. Pro-7 provides the charity with a central knowledge base that records all activities, transactions and correspondence with members, supporters and beneficiaries, helping to strengthen relationships through more timely, targeted communication.

Linda Huntley, Database Administrator at The Licensed Trade Charity, comments, "We looked at all of the leading membership systems but the Protech software impressed us in terms of price/performance, ease of use and flexibility. Pro-7 provides us with a fully integrated system that enables us to manage all of our business activities, from membership to fundraising through one central knowledge base."

She continues, "With Pro-7 we have greatly improved data capture which gives us a wealth of knowledge about individual members including whether they have contributed donations, had welfare grants awarded or attended fundraising events. We now have a means of recording all correspondence and contact that has been made with members and supporters which has resulted in more effective communication and better targeting of the right information at the right time. The subscriptions process for members is also much quicker using the Pro-7 system."

The flexibility of Pro-7 was a key differentiator for LTC. In particular, the User-Definable fields enable LTC to modify the system set-up according to individual requirements which encourages user acceptance of the system.

Keeping track of members as they move around was another key driver for implementing a record management system. Huntley explains, "There are around 133,000 licensed outlets in the UK which means that we have a very large target audience. Using Pro-7, we have more accurate information about individuals making it easier to stay in touch with them as they move between pubs."

LTC will also be taking advantage of the Events Management module within Pro-7 to streamline the planning and co-ordination of events that the organisation runs to help generate the income needed to fund welfare grants.

In addition, Pro-7's Fundraising module provides an accurate record of all donations being made by Supporters and enables LTC to track the success of individual fundraising campaigns. ProTech also worked with LTC to develop an integrated Welfare module within the system which enables LTC to record the range and amount of benefits given to those in need.

Commenting on the working relationship with ProTech, Huntley concludes, "We have an excellent relationship with ProTech. Their consultants are great people to work with and they have always been pro-active and committed to ensuring that we are utilising the full capabilities of the product."

### About ProTech Computer Systems

Established in 1995 ProTech Computer Systems (ProTech) continues to experience sustained and successful growth.

ProTech provides specialist software solutions for Record, Relationship, Fundraising and Marketing requirements. ProTech software is used by many of the country's leading Not for Profit, Sports and Leisure, Trade Unions and Public Sector organisations.

ProTech headquarters are based in Birmingham with a further UK sales and marketing office in Stevenage. From these locations dedicated facilities are provided to clients including support, training, development and implementation services.

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