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## **Pro-7 Provides Society With Central Knowledge Base That Enables Unique Profiling Of Individual Members Whilst Streamlining Manual Admin**

The Royal Aeronautical Society (RAeS), the world's foremost aerospace and aviation professional institution has upgraded its record management software to Pro-7, the latest release from ProTech Computer Systems. Pro-7 provides the Society with a central knowledge base that records all activities, transactions and correspondence with its 19,500 individual members and 120 corporate members, spanning 100 countries worldwide.

Andrew Little, Deputy Chief Executive at the RAeS comments, "The Society's membership continues to expand on a global basis and therefore it is essential that we have a fully integrated record management system which enables us to easily keep track of all contacts and correspondence we have with members. Using Pro-7 we are able to profile individual members and interact with them based on their individual preferences whether that be email, letter or by phone. The active management of their data records will help us to sustain the highest level of customer service."

Little continues, "Pro-7 is an easy-to-use, flexible product that will enable us to manage all of our business functions through one central knowledge base, including member subscriptions, committee management and general marketing activities. By automating some of our core business processes we are able to streamline administration within the organisation which helps to reduce overall operational and management costs."

The integrated suite of modules within Pro-7 utilise a common reporting tool which provides reporting capabilities against all data fields across all modules. This functionality provides decision-makers at RAeS with meaningful management information that helps provide a snapshot of the organisation's performance at all times.

Commenting on the working relationship with ProTech, Little says, "Having been a user of ProTech's record management software for the past five years, we have developed an excellent relationship with ProTech's consultants. They have a very detailed understanding of our specific information requirements which means that they can help us to maximise our investment in technology in order to improve the overall level of service to our members."

RAeS members come from across the full range of disciplines within the aerospace community, including engineers and pilots, doctors, legal specialists, bankers, air traffic controllers and cabin crew. Anybody who is a professional within the aerospace industry can belong to the RAeS.

### **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.