

SEVENTH HEAVEN

ProTech Computer Systems has launched Pro-7, the latest release of its record management software for membership-based associations and charities. Pro-7 provides organisations with a central knowledge base that records all activities, transactions and correspondence with members and supporters, helping to strengthen customer relationships through improved communication, whilst also providing substantial reductions in overall operational and management costs.

Pro-7 has been specifically designed to handle all of the diverse information management requirements of membership organisations and charities, with 24 core modules including membership, contacts, fundraising, document management, and marketing and events management.

Mark Trough, managing director of ProTech, comments: "A lot of organisations still have lacklustre processes for managing relationships with customers. While information about a member or supporter may be noted on one system, far too often that information will not be shared across the organisation, which all too frequently results in embarrassing and inappropriate communications."

He continues: "Rather than just simply recording contacts, Pro-7 provides an easy-to-use, fully integrated record management system that combines information about membership, subscriptions, events, even web-site interaction on one customer record. This enables a flexible approach - a customer can choose to receive invitations and white paper notifications, for example, but not newsletters or junk mail. This relevant information and interaction makes customers feel part of the organisation - a valued member - and helps organisations to strengthen customer relationships."