



Hart Square takes the lead on Kennel Club's CRM

One-stop shop enables choice of CRM and website vendors



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Kevin McGuirk, CFO
at the Kennel Club

The Kennel Club is the UK's largest organisation dedicated to protecting and promoting the health and welfare of dogs. Besides being a voluntary register for pedigree dogs and crossbred dogs, it offers owners an unparalleled source of education, experience and advice.

The Club runs the world's largest dog event - Crufts - and licenses more than 4,500 other dog shows and events each year. It also runs the UK's largest registration database for both pedigree and crossbred dogs, as well as the Peflog database, the UK's biggest reunification service for microchipped animals.

Kevin McGuirk, CFO at the Kennel Club, takes up the story: “We register over 250,000 pedigree and crossbred dogs every year. We had built two bespoke legacy database systems with essentially the same data in both. They were very clunky and required specialist developers to make any changes.”

Difficult to navigate
The Club's website also

presented the organisation with some challenges, as Kevin explained: “Our website was old fashioned and difficult to navigate and there wasn't enough self-service for members, who often had to input the same information twice. We wanted to make the customer experience better, more personalised.”

Having concluded that it needed a new Customer Relationship Management (CRM) system and a new website, the Kennel Club invited independent CRM specialists, Hart

Square, to help. “We knew we needed a CRM, but we didn't know what that should be or how to go about it,” said Kevin “We approached Hart Square because they are independent, they have a lot of experience in the membership sector”

Thorough drill-down

Hart Square arranged and attended a series of workshops with the team at the Kennel Club, scoping and understanding requirements for both the new CRM and website. They did a drill-down into the organisation, looking at what they do in detail and at what was needed to improve the

Key benefits

- Business case and roadmap
- Invitations to Tender (CRM and CMS)
- Vendor Selection
- Project Management Implementation



THE KENNEL CLUB
Making a difference for dogs

**FIND A DOG
SHOW**

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organisation’s processes. “Hart Square looked at what our requirements were and how we should go about making changes to build a business case, which we used to our board and which they accepted,” said Kevin. He added: “Hart Square then created an Invitation to Tender (ITT) document for both CRM and website vendors. The ITT was very detailed and outlined our technology specifications and requirements. Hart Square then ran the whole tendering process, helping us to shortlist suitable vendors. They organised for them to come in and present and attended every meeting and worked very closely with us as the interface between us and the vendors. In the end, they helped us select the right vendor for our needs.” The Kennel Club selected MS Dynamics from Felinesoft for both the CRM and website. “Vendor-wise, we had a preference for a one-stop shop, with Hart Square helping us to manage both the CRM and the website,” said Kevin.

Sector experience

Hart Square was subsequently engaged to programme manage the implementation of the CRM and website through to July 2019, when it plans to go live. “Hart Square’s sector experience has been

really helpful to us,” said Kevin “We have found them very easy to work with, they really understand us and have become a trusted partner. They also fine-tuned their resources to fit culturally with us.”

Kevin is clear about the benefits: “We want members to access our services and resources easily and quickly. Currently there is very little self-service on the website - all of that will change. We’ll be handing more control to our members, with more personalised content and services. The new technology will also enable our staff to do their jobs much more effectively, and our processes will be more streamlined, more automated and more efficient.” ■

Key services

- Expert guidance on CRM and CMS
- Shortlisted appropriate vendors
- Kept client and suppliers on track
- Solutions meeting strategic goals
- Provided more streamlined processes