

Society for the Celebration of Montréal's 375th Anniversary



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The Society for the Celebration of Montréal's 375th Anniversary is a non-profit organization set up by the City of Montréal in 2012. Its mission is to organize the celebrations for Montréal's 375th anniversary in 2017, by working in tandem with various private and public partners.

In 2013, the organization had about seven employees, but would see that number grow considerably over the next four years, along with the number of projects in its pipeline. That explains why, at the time, it was looking for a CRM solution to help it perform the assortment of tasks involved in handling relations with its current and potential partners, its volunteers, the members of its board of directors, its suppliers, etc.

The CRM solution is still being used to record, assess and monitor numerous project requests. It's also used to document links between individuals and organizations, based on various roles and different contexts. Connected to SharePoint, the CRM solution makes it possible to store the many project documents, and access to it can also be configured by cellphone.

The CRM solution is currently used to manage relations with the media and partners, and also lets the people in charge receive, record, assess and monitor the many projects submitted. The CRM solution will eventually be used to manage volunteers.

This solution allowed the Society for the Celebration of Montréal's 375th Anniversary to quickly get up to speed so it could manage and upgrade its CRM solution by itself, thanks to the knowledge transfer operated by Gestisoft in the form of coaching. Moreover, a productivity gain was quickly noted thanks to the centralized database (rather than scattered around different types of software – Outlook or others) that now simplifies daily operations. Finally, the CRM solution makes the work of reporting, so necessary for this type of organization, much easier (e.g. number of projects received and accepted, funding granted, etc.).

Gestisoft's consultants guided and assisted the client as it defined its business processes, articulated its best practices and set about organizing itself. The consultants also built proofs of concept to illustrate their proposal, thus justifying and confirming the relevance of the solution that was adopted so successfully to the organization's full satisfaction.