

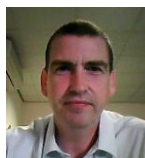
The Camping and Caravanning Club - from Dated to Dynamic Software



Working with the UK's largest camping club was a delight and we're immensely proud of the solution we delivered



Working with the world's leading camping club



Stuart Greig
Head of Sales at Sandyx

The Camping and Caravanning Club is the world's leading and longest-standing camping club.

Since opening in 1901, the Club has taken ownership of more than 100 campsites in scenic locations and recently started offering trips abroad - something that sets them apart from competitors.

Did you know...

That The Camping and Caravanning Club have...

No system changes for over thirty years

The Camping and Caravanning Club chose to partner with Sandyx to migrate their AS/400-based Membership System to the Salesforce platform. This System manages all interactions with the Club's 700,000 members, covering everything from new member on-boarding to subscription payments.



What's more, the system is also used to manage account changes, answer queries and can provide detailed financial and business reporting. Altogether, this makes it an all-knowing and heavily relied upon vital piece of business software.

Revolutionising the Club's software

The Club's AS/400 system worked for many years but it was becoming increasingly difficult to react to changing business requirements. The original system had not been architected to support the number of members the Club was now attracting and various bottlenecks were heavily impacting their ability to service their members in the way they wanted. The decision was made to switch to a more responsive and scalable solution and Salesforce Service Cloud was selected.

What was the outcome?

The Salesforce solution is now able to support the growth expected in the membership base and the solution is flexible enough to react quickly to changing business priorities. The Club can now offer new services to its members and the campsites they manage. Salesforce integrates seamlessly with the Club's website, which is used to sign up new members and gives existing members the ability to book holidays or make purchases through their self-service account. In the coming months, the Club hopes to expand their Salesforce portfolio in order to manage other parts of the business, including marketing and data analytics.



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