Essex & Herts Air Ambulance Trust invest in Access thankQ CRM to better manage their processes and fundraising strategy.

The Trust has invested in Access thankQ CRM to streamline their database, enhancing visibility and control across the organisation. Chris Duncan, IT and Database Administrator for Essex & Herts Air Ambulance Trust, explains, "Our charity has seen consistent growth in the last few years, and after reviewing our fundraising strategy and business processes, we felt that we were not gaining enough business benefit from our existing CRM solution. We believe that Access Group will provide us with the tools to improve the effectiveness of our fundraising initiatives and to gain valuable additional insights into our supporter base."

" We look forward to a fruitful partnership with Access Group. The Essex & Herts Air Ambulance Trust is striving to maintain and improve its life-saving service, and the Access thankQ CRM system will make a significant contribution to that effort. "

Essex & Herts Air Ambulance Trust chose to partner with Access Group due to the fact they were UK based, had a proven track record of successful implementations and offered a solution that was easy to use and provided future flexibility to the organisations ambitions.

The Trust has a growing number of highly motivated volunteers who contribute to organising events, visits and talks. New recruits will be able to use Access thankQ CRM with a minimum of training because it is intuitive and straightforward to use.

Access Group's solutions provide flexibility when it comes to hosting options. Chris elaborates, "It can be installed on premise, hosted by Access Group, or hosted in another suitable location as required. This means that as the Trust's IT infrastructure evolves over time, Access thankQ CRM can be appropriately redeployed if the need arises.

" New recruits will be able to use Access thankQ CRM with a minimum of training because it is intuitive and straightforward to use. "

Chris Duncan, IT and Database Administrator for Essex & Herts Air Ambulance Trust

About Access

Access Group is the UK's largest software supplier to the not-for-profit sector. We help organisations improve performance, increase cost efficiency, and make the most of their funds by delivering integrated organisation-wide solutions. Solutions that enable you to fully manage your CRM fundraising, membership and alumni, run your finances, projects and documentation, as well as streamline your entire HR management process.

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