● FlexRM

CRM solutions delivered with flexibility

Case Study - Design Museum

Our Client

The Design Museum is a museum in Kensington, London which covers product, industrial, graphic, fashion and architectural design. In 2018 the museum won European Museum of the Year Award.

When the Design Museum engaged FlexRM they had a support contract in place with another partner but wanted to move to a new supplier. FlexRM started by completing an Audit of the existing implementation and made recommendations on how processes could be improved. Working collaboratively with the Design Museum these improvements have been implemented and FlexRM have an active support agreement in place. FlexRM are supporting all business processes including creation of new Memberships, Renewal Process, Event Bookings alongside the delivery of new functionality.

Microsoft Partner
Microsoft

Gold Cloud Customer Relationship Management
Silver Small and Midmarket Cloud Solutions
Silver ISV

After engaging FlexRM as our new Dynamics supplier, we soon realised what a great partner we had picked. They were diligent, fast to respond and clearly had expert knowledge of MS dynamics and data flows.

If asked I would highly recommend them as a trusted, reliable and responsive Support and Development partner, for all aspects of MS Dynamics. We continue to work with Flex and are lucky to have them on board.
Patrick Mylne, Head of IT

Proof of Concept

The focus of the proof of concept was the integration of the FlexRM Membership solution with the existing Members platform (DigiTickets). Another feature was the integration of Dynamics 365 with the online shop hosted by Shopify, specifically on the synchronisation of products sold from the shop and creation of Invoices in Dynamics 365.

Working with our partners FlexRM quickly developed a proof of concept for a new integration between our ticketing platform and CRM using their own licensed build. This would give us better management and control of membership and other aspects of our integrations, reducing admin and enabling future developments when needed
Patrick Mylne, Head of IT