

“When a player joins our organization, they become a member for life.”

Glen Sulzberger
Commercial & Events
Manager
NZCPA

CLARITYSOFT HELPS PLAYERS ASSOCIATIONS CARE FOR MEMBERS FOR LIFE

HIGHLIGHTS

- *The New Zealand Cricket Players Association and the New Zealand Rugby Players Association work to ensure the well-being of their members, even after athletes have completed their professional career.*
- *With Claritysoft CRM, the Players Associations save time and communicate more consistently using a centralized contact database and automated integration with Microsoft Outlook.*

BACKGROUND

New Zealand Cricket Players Association (NZCPA)

The New Zealand Cricket Players Association strives to improve the lives of current and past professional cricket players. NZCPA takes a proactive approach and focuses on many goals including creating safe and secure workplace environments and helping players transition to other careers after they have completed their time in the professional league.

“When a player joins our organization, they become a member for life,” Glen Sulzberger shares. Glen goes on to state, “By working with players on the field, off the field and long after they leave the game, NZCPA ensures the well-being of their members throughout their lifetimes.”

New Zealand Rugby Players Association (NZRPA)

The New Zealand Rugby Players Association was founded by professional rugby players as an independent representative body.

Virginia Sullivan, Operations Manager states, “We work for the players by focusing on three key principles: player engagement, player development and player representation.”

The NZRPA provides a number of services including educating and supporting members off the field. Emerging players, current players and past players all benefit from NZRPA's programs and topics range as wide as financial planning, legal advice and public relations. A key part of player development is helping players network and find commercial opportunities to ensure a success in their next career when they have concluded their role as a professional sports person.

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CHALLENGE

Professional players move frequently and contact information is constantly changing. Both Associations need a way to centralize data and maintain member data in a single relationship management system.

Both Associations also need a system that keeps records of communications and integrates with existing software, especially Outlook.

Finally, the New Zealand Rugby Players Association values mobile capabilities to engage and communicate with their members and stakeholders.

SOLUTION

To centralize contact data, the New Zealand Cricket Players Association opted for a Customer Relationship Management system. NZCPA imported member data from Outlook and spreadsheets into Claritysoft CRM, creating a single record of member information. NZCPA integrated Claritysoft with Microsoft Outlook so that emails to members and other stakeholders are captured.

The New Zealand Rugby Players Association followed suit and implemented Claritysoft, enabling mobile capabilities for their field employees.

RESULTS

Now, the New Zealand Cricket Players Association and the New Zealand Rugby Players Association each have a single, centralized database containing all of their members' and stakeholders' contact information. Both Associations use integration with Microsoft Outlook to synchronize contact information, personalize communications and keep records of individual communications.

Glen Sulzberger, NZCPA states, "Previously we couldn't keep accurate contact information. Now our member database is very easy to maintain. With accurate information and email integration, we're able to tailor and personalize communications quick as a button."

Prior to using Claritysoft, NZPRA used a combination of Microsoft Outlook and an email vendor, requiring staff to input information twice. Virginia Sullivan, NZRPA shares, "Claritysoft makes things easier for us – we work smarter and quicker now."

The NZPRA also takes advantage of mobile CRM to organize appointments and arrange trips, using Claritysoft's route map planning feature.

LEARN MORE

To learn more about Claritysoft's Customer Relationship Management solutions, contact us at 888-838-7487.

"Claritysoft makes things easier for us – we work smarter and quicker now."

Virginia Sullivan
Operations Manager
NZRPA

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