**July 2024**

**International Survey on CRM Software Usage**

**Background:**

ASA Ireland is considering investing in CRM (*Customer Relationship Management*) software to help track interactions with their multiple stakeholders (Government departments, state agencies, industry associations, NGOs, etc.)

It would be really helpful to know what packages other SROs are currently using.

For that reason, ICAS and EASA asked their members to share the CRM software their organization uses. Additionally, any insights or feedback on your experience with the software.

**Summary:**

**Total SROs:** 20

**SROs Using CRM Software:** 3

* France (SRO: ARPP): Yellowbox
* Spain (SRO: AUTOCONTROL): Salesforce
* UK (SRO: ASA UK): Microsoft Dynamics 365 On-Premises v.2104

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| Country | SRO | Response |
| Australia | [**Ad standards**](http://www.adstandards.com.au/) | Not using CRM software. |
| Austria | [**ÖWR**](https://www.werberat.at/) | Not using CRM software. |
| Canada | [**Ad Standards**](https://adstandards.ca/) | They are developing a kind of CRM functionality as part of their bespoke new IT enterprise system, but it is custom to tie-in to the core functions of the database system, which is the same system they use for managing contacts for complaints, preclearance, and general coms. |
| Chile | [**CONAR**](https://www.conar.cl/) | Not using CRM software. |
| Cyprus | [**CARO**](https://fed.org.cy/) | Not using CRM software. |
| France | [**ARPP**](https://www.arpp.org/) | [Yellowbox](file:///C:\Users\chime\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\393GKUJG\Yellowbox) |
| Germany | [**WBZ**](https://www.wettbewerbszentrale.de/de/home/) | Custom-designed system for managing members and cases.  Currently evaluating new options but facing challenges in finding a suitable replacement. |
| Greece | [**SEE**](https://www.see.gr/) | No CRM software.  Interested in acquiring software for tracking daily activities, complaints, and adjudication.  Open to the idea of sharing software with other SROs to aid digitalization. |
| Hungary | [**ÖRT**](https://www.ort.hu/) | Not using CRM software. |
| India | [**ASCI**](https://www.ascionline.in/) | Not using any CRM tools and not felt a strong need for it either. |
| Luxembourg | [**CLEP**](https://www.rpc.co.uk/snapshots/commercial-cases/unfair-commercial-practices-directive/#:~:text=Misleading%20omissions%20%28Art.%207%29%20%E2%80%93%20a%20commercial%20practice,consumer%20needs%20to%20take%20an%20informed%20transactional%20decision.) | Not using CRM software. |
| Netherlands | [**SRC**](https://www.reclamecode.nl/) | Not using CRM software. |
| New Zealand | [**ASA**](https://www.asa.co.nz/) | The ASA has a local software provider that took an off-the-shelf product and tailored it for us 10 years ago.  It has limited functionality, and we use it in conjunction with email and our own filing system. We are currently looking at other options.  We pay an annual licensing fee ($9k NZD) plus a monthly cloud storage fee ($400 NZD). |
| Romania | [**RAC**](https://www.rac.ro/ro) | [Manpower](https://manpowercrm.com/about-us.html) |
| South Africa | [**ARB**](https://www.arb.org.za/) | Not using CRM software. |
| Slovenia | [**SOZ**](https://www.soz.si/) | Not using CRM software. |
| Spain | [**Autocontrol**](https://www.autocontrol.es/) | **CRM Software:** [Salesforce](https://www.salesforce.com/crm/)  **Experience and Feedback:**   * **Usage:** Implemented since 2018 for managing complaints. * **Benefits:** Effective for managing around 2,000 complaints annually.   Noted for user-friendliness, efficient administrative task management, and real-time reporting.   * **Customization:** Utilizes a specialized consultancy for additional functionalities.   Positive experience overall, though integrating internal processes with new systems like Customer Service Management (CSM) has presented challenges. |
| Switzerland | [**SLK/CSL**](https://www.faire-werbung.ch/de/) | Uses regular software such as MS Office,Filemaker, Dropbox, and a traditional deadline book (hardcopy). |
| Turkey | [**RÖK**](https://www.rok.org.tr/) | Not using special software for tracking interactions with stakeholders. Lacks experience in this area. |
| UK | [**ASA**](https://www.asa.org.uk/) | **CRM Software:** [Microsoft Dynamics 365](https://dynamics.microsoft.com/en-us/crm/what-is-crm/) On-Premises v.2104.  **Experience and Feedback:**   * + - **Customizations:** Heavily customized by a third-party vendor (Cantata) to function as an enquiry management system rather than a standard CRM system.     - **Infrastructure:** Runs on premises, fully virtualized, ensuring high speed and responsiveness.     - **Reporting:** Utilizes an in-house data warehouse for CRM 365 reporting. SQL Server Reporting Services and Power BI are used for generating reports and dashboards. |