



The Association of Chartered  
Certified Accountants  
Glasgow, Scotland  
www.accaglobal.com

**Industry:**

Professional Services

**Annual Revenue:**

US\$128 million

**Employees:**

650

**Oracle Products & Services:**

Oracle Email  
Oracle iStore  
Oracle Training Administration  
Oracle Order Management  
Oracle Inventory  
Oracle iSupport  
Oracle Marketing  
Oracle Financials

**The Association of Chartered Certified Accountants Saves US\$183,000 Yearly in Managing Membership**

The Association of Chartered Certified Accounts (ACCA) is the largest global accountancy body. Its 105,000 members and 240,000 students in 160 countries benefit from a wide range of support services that include professional qualifications, training opportunities, and accountancy publications. ACCA's mission is to be a global leader in the development of the accounting profession and promote the highest ethical and governance standards while supporting members throughout their working careers.

**Challenges**

- Cut overhead by supplementing existing telephone, mail, and fax channels with online ordering for registration packs and publications and enable online enrollment for courses
- Allow customers in different time zones to access services and place orders outside U.K. working hours
- Increase service usage by accurately matching members and students with relevant products and services

**Solution**

- Saves GB£100,000 (US\$183,000) per annum using Oracle iStore to enable prospective members to apply for registration packs online instead of calling or mailing the contact center
- Speeds response times and cutting overhead by automating inbound and outbound email with Oracle Email Center
- Cuts dispatch time for publications by two days using Oracle iStore and Oracle Order Management to achieve Web-to-warehouse order processing with no manual intervention
- Uses Oracle iStore to move online up to 50% of the 40,000 bookings made each year for ACCA courses and events
- Builds automated solution for course enrollment, billing, and administration with Oracle iStore, Order Management, Inventory, Oracle Training Administration and Financials
- Reduces support costs and providing customers with around-the-clock, self-service access to information through online knowledge databases using Oracle iSupport
- Uses Oracle Marketing with global membership database to develop targeted campaigns, and track success rates