

# Surf Life Saving New Zealand Embraces Hosted Web Technology to Secure Revenue Stream



Surf Life Saving New Zealand  
Wellington, New Zealand  
[www.surflifesaving.org.nz](http://www.surflifesaving.org.nz)

## Industry:

Public Sector

## Annual Revenue:

US\$3.5 million

## Employees:

14

## Oracle Products & Services:

Siebel CRM On Demand

## Oracle Partner:

Fusion5  
[www.fusion5.co.nz](http://www.fusion5.co.nz)

## Key Benefits:

- Simplified and streamlined sales processes through enhanced access to database files
- Provided 360-degree view of clients, enabling more accurate follow-up procedures
- Enabled comprehensive reporting to facilitate easy analysis of market trends
- Gained 24/7 anywhere-access to client data via hosted, web-based technology
- Protected valuable customer information via secure online data warehousing

*“After just a few hours of supervised training, our people were enthusiastically using Oracle’s Siebel CRM On Demand to more effectively manage our growing database of clients. A month later we had established enough new business to pay for the system’s costs for the next three years.” – Nigel Cox, Business Development Manager, Surf Life Saving New Zealand*

Few volunteer associations are more respected in New Zealand than the country’s surf lifesaving body. Surf Life Saving New Zealand (SLSNZ) has a proud, century-long history of saving the lives of men, women, and children who swim in the seas surrounding the country.

SLSNZ’s 13,000 members freely offer their time and expertise at the country’s 71 surf lifesaving clubs. But clubhouses and surf rescue equipment are expensive to buy and maintain, and like other registered charities SLSNZ has traditionally relied on grants and donations to fund its annual US\$3.5 million budget. To establish a more stable and reliable source of income, the association began offering fee-based first aid courses to members of the public in 2006.

SLSNZ established an initial trial in Wellington on New Zealand’s North Island. “We needed to find out if our plan was viable before expanding into other areas of the country,” said SLSNZ Business Development Manager Nigel Cox. “So in October 2006, armed with little more than a Web site for online bookings and a team of highly-trained surf lifesavers, we began our commercial operations.”

Public response to this project was positive and over the following months hundreds of New Zealanders learned practical first aid techniques. But as the number of participants grew, SLSNZ’s customer management procedures began to experience problems.

SLSNZ realized a comprehensive customer-focused software solution was needed to refine its sales processes. After careful evaluation, SLSNZ chose a Web-hosted solution, Siebel CRM On Demand from Oracle, to resolve its customer relationship woes.

“This was a significant turning point in the venture and local Oracle Certified Advantage Partner Fusion5 took care of everything for us,” said Cox. “After just a few hours of supervised training, our people were enthusiastically using Siebel CRM On Demand to more effectively manage our growing database of clients.

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### **Funding a Lifesaving Entity**

Surf lifesaving is both a sport and a community service. The New Zealand chapter of this global movement has been saving the lives of citizens and visitors since 1910. During the Southern Hemisphere summer, SLSNZ patrols 80 of New Zealand’s busiest beaches.

The surf sports offered by Surf Life Saving clubs provide training for the physical and psychological demands of saving lives in the surf. Membership is free and children as young as seven enjoy the fun and excitement of pitting themselves against each other on the sand and in the water.

SLSNZ members have a healthy repository of first aid knowledge, and management discussed marketing this to the general public. Cox said SLSNZ embraced this avenue to secure its financial future.

“With everyone onboard, we went ahead with a trial and began offering first aid courses on our website,” he said. “But soon we realized that a booking system and a spreadsheet were not going to provide us with the client information and business methodology we needed to create a truly commercial operation out of this venture.”

SLSNZ turned to Fusion5 to establish and host a web-based Siebel CRM On Demand solution for a once-only setup cost and modest monthly maintenance fee.

“Once we had our web-hosted Siebel CRM On Demand solution in place, our commercial operation really took off,” said Cox. “Customers can make a booking for first aid training and pay for it on our website. This data is then automatically fed into our Siebel system.”

### Gaining a 360-Degree View of Clients

SLSNZ has been able to exploit Siebel CRM On Demand's deep sales, service, marketing, and analytics functionality, as well as its call center capabilities and intuitive, easy-to-use interface. The software's sales and analytics modules immediately improved the organization's operations.

"Sales gave us our first truly complete look at our client operations," said Cox. "With the push of a button we had a 360-degree view of our existing clients and from this we were able to build up realistic sales forecasts. Importantly, we were able to set future alerts into the system so that we knew when these customers should be followed up for first aid refresher courses."

The analytics module enables management to make better informed decisions based on up-to-date data residing in the data warehouse within the Siebel system. This enables SLSNZ to combine current, real-time intelligence with stored historical information for comparative analysis.

"Because Siebel CRM On Demand is a hosted web-based solution, everything is done for us," explained Cox. "Our organization doesn't have to worry about supporting a complex IT infrastructure. Another big plus with a web-based system is that it can be accessed and used from work, home, on the road—in fact from anywhere in the world."

With the trial phase of the project successfully completed, plans are now in place to roll out the first aid training courses to the rest of the country. As this happens, SLSNZ plans to implement the system's marketing module, enabling it to create targeted advertising campaigns, improve lead management, and allocate funds more effectively based on accurate sales forecasts.

"We wanted to have a system that could provide a comprehensive view of our customers and to manage our sales processing and sales forecasting in a simple and easy to use manner," said Cox. "That is exactly what Siebel CRM On Demand has provided for us."

### Why Oracle?

In late 2006, two SLSNZ members found themselves on the same flight to Wellington. One was a board member of the organization and the other a representative of Fusion5. They discussed

problems being experienced by SLSNZ in its trials of public first aid courses.

The Fusion5 representative suggested that for the courses to succeed commercially, a better customer management system than a spreadsheet was necessary. He suggested SLSNZ management consider a hosted, web-based solution backed by Oracle—Siebel CRM On Demand.

“The closer we looked at this product, the more we understood how this solution could help us to properly manage our growing customer base,” said Cox.

“The real test came when we introduced it to our office staff. They were not about to embrace this new technology just to please us or anyone else. But the more they used Siebel CRM On Demand, the more they wanted to use it.”

Cox said he understood multinationals were successfully using this solution to manage their customer relationships. “For smaller surf lifesaving organizations, this technology is something new,” he said. “It has been successfully customized to meet our own specific needs.”

### **Why Fusion5?**

For half a decade, Fusion5’s reputation for technical excellence has been well established across Australasia. The company specializes in providing affordable, high-value enterprise resource planning, customer relationship management, and human resource management system services to New Zealand and Australian businesses.

For SLSNZ, Fusion5 was a natural fit as the supplier understood the organization’s operational needs before the project started.

“Fusion5 took very special care of us, gave us on-the-spot training, and generously donated a lot of their time and expertise to this project,” said Cox. “Their thorough understanding of both the Siebel CRM product and our own requirements resulted in the success that this project has enjoyed.”

### **Implementation Process**

Implementation of Siebel CRM On Demand sales and analytics modules began in June 2007 and after several weeks of trials within Wellington, the system will be expanded to include New Zealand’s largest city, Auckland.

The solution's marketing module will help the SLSNZ team to create targeted sales campaigns and allocate funds more effectively as the year progresses.

### **Advice from Surf Life Saving New Zealand**

- Plan ahead so that you have a clear idea of the business outcomes you want to achieve before installing your software solution.
- Ensure comprehensive training is provided for all end users to minimize potential problems once the system is implemented.

*Surf Life Saving New Zealand (SLSNZ) is the leading water safety association in the country. Established in 1910, SLSNZ provides surf lifesaving services to communities via its 71 clubs and 13,000 members located in nine districts. As well as providing summer beach patrols on 80 of the country's busiest beaches, SLSNZ provides a range of education programs, including first aid training, to members of the public.*