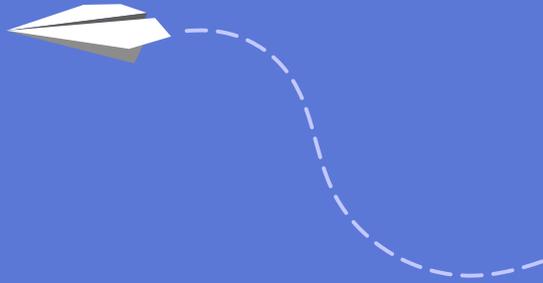


Spinsights Presents...

## Bespoke Systems

A guide to choosing a bespoke system for your business

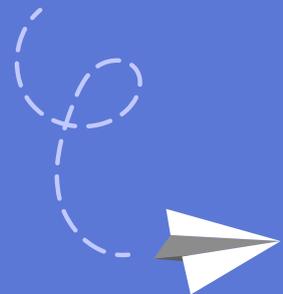




## Start here...

If you are reading this, then perhaps you are thinking if there is a better way to track customer data or to manage online bookings? Or is there a more efficient way to input data from different data sources or a better system for quality management? If you're asking these types of questions, then there probably is a more efficient solution - you just haven't found the right system yet. But, what if you could have experienced industry experts design your own solution and get it to work exactly how you want it?

There are plenty of systems out there that promise to improve your team's productivity and efficiencies and harness the power of your data, but not all of them might be right for you or provide a solution to your problem. If you're thinking about creating a bespoke solution to your problem, this handy guide will hopefully give you more information about what a project like this entails and what to consider.



# What you can find in this guide...

Pages 4 - 5	<b>The benefits of a bespoke system</b>
Page 6	<b>Why you might need a bespoke system</b>
Pages 7 - 8	<b>What to consider when deciding if a bespoke system is the right solution</b>
	<b>Some example projects</b>
Pages 9 - 10	• Nexus Care
Pages 11 - 12	• Our experience in the automotive industry
Pages 13 - 14	• Cadw
Pages 15 - 16	• World Squash Officiating
Pages 17	<b>Talk to us!</b>



# The benefits of a bespoke system

There are several reasons why you may choose to get a bespoke system created for your company to use. For example, you may not have a system in place that collects and segments customer data the way you need it to, or you might not have found the right tool to manage the quality of your operations. If you can't find one that fulfils your requests and supports your business operations, then getting your own system developed may be a wise option. We've listed below the benefits of developing a bespoke system for your business.

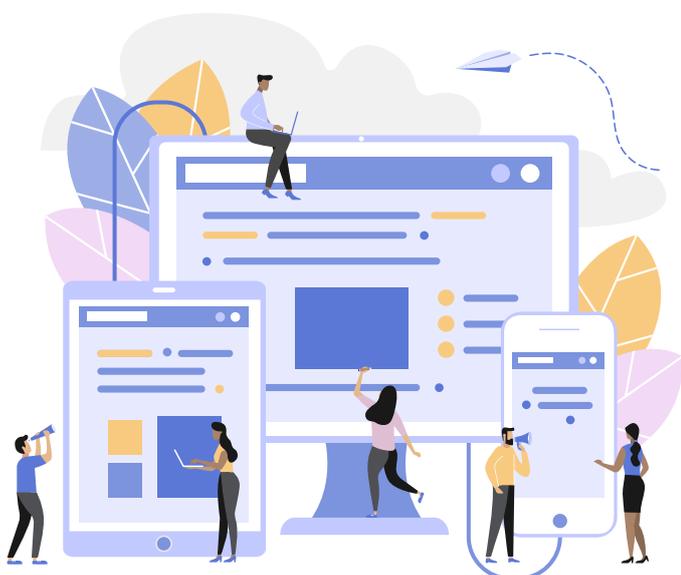
## 1 Works exactly how you need it to

There are lots of systems that promise to solve your problem or reinvent the operations of your business. However, do they have the technical capability that you need or do they fit the nuances of your specific business? Having your own bespoke system means that you can get it to work the way you want. The system is tailored to meet your needs and requirements and solve your business problem. At Spindogs, we tailor our solutions based on our clients' needs. We work with you to identify your problem and develop a system to solve it.



## 2 Integrates with existing platforms

There are many systems out there that work great on their own but don't necessarily work with your current infrastructure. As a business, you may have several other internal and external platforms that you use to operate your business, for example, Xero, Microsoft Dynamics, etc, and you need a system that speaks to these. Having a bespoke system designed and developed to fit in within your current infrastructure can ensure that it integrates with existing platforms, such as Customer Relationship Management (CRM), accounting, data visualisation, e-learning platforms and process management auditing tools.





### Improves productivity

The aim of creating a bespoke system is that it should solve your business's problem, whether it's reducing the amount of time it takes to enter data, automating the validation of data, generating web accessible reporting platforms, or quality checking your processes. A bespoke system should help streamline the operations of your business and improve the productivity of your team.



### It's unique

One of the main benefits of creating a bespoke system is that it is YOURS. A bespoke system is completely unique to your business, meaning it will work how you need it to to support your operations.



### Reduces your costs

Creating a bespoke system helps reduce your outgoings in your website strategy. You may be paying for multiple systems that support you with the operations of your business. A bespoke system can replace all of these systems and help with everything you need to run your business, from managing customer relationships and data to quality checking your processes and reducing your outgoings.



# Why you might need a bespoke system

There are many different reasons why a bespoke solution might solve your business' technical problem. Here are a few reasons why our clients in the past have decided that a bespoke system was the right solution for them.

## 1 To harness the power of your data

Having a better understanding of your data is one of the many reasons why our clients get in touch with us to discuss bespoke solutions. That ability to collate data from multiple areas of the business and monitor it in real-time is priceless. If you want to access your data from anywhere, but most importantly, understand it in a user-friendly way, a bespoke solution could be an option.



## 2 To deliver a better customer experience

A bespoke system can enable you to provide a better experience for your customers. We have developed systems that integrate seamlessly with your CRM (Customer Relationship Management) allowing you to manage your membership offerings, better understand your customer data, and handle CRM requirements efficiently. For example, translating and segmenting your users so you can send considered and effective targeted email campaigns that deliver results.

## 3 To streamline your processes

One of the most common time-consuming tasks for businesses is tracking and managing their workflow. It's no secret how much time it takes to complete some of the manual operational tasks, such as creating and distributing reports, processing online bookings or sales orders, and segmenting customer data, not to mention the room for error they have.

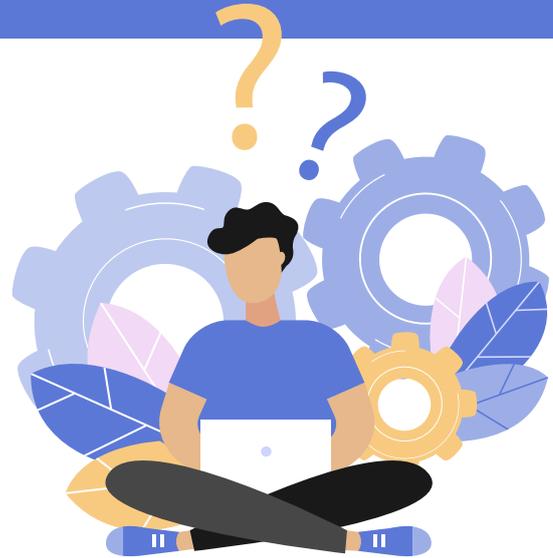
A bespoke system can reduce the time these work processes take and increase the productivity of your team. It can also limit the risk of errors occurring. A bespoke system can be integrated with your current infrastructure to manage data entry and processes that could be automated. For example, managing membership offerings, translating and segmenting data entry, and making online payments.

# What to consider when deciding if a bespoke system is a right solution

Here are a few things to consider when contemplating if your business would benefit from a bespoke system.

## What systems do you have?

Think about what systems and existing platforms you have in place and how they currently serve your business. It's important to review any existing platforms you use. Look at how they work for you and your teams now and what capabilities they lack. This will help you to decide if a system will meet your business objectives or solve any of your current issues.



## Who will be using this system?

Think about who will be using this bespoke system? Will it help to solve problems for your senior team? Will it help improve the productivity of your production team? Not only should you consider who will be using this system, but it's also important to think about how it will benefit them.

## How will a bespoke system solve your problems?

Identifying your business problem, challenges and any issues and holdbacks you face will help you see what resources and technology you don't have. Whether it's because you don't have a system that produces custom reports the way you need them, or that you don't have a solution that provides a better service to your customers, think about how a bespoke system will help you solve your problem.

At Spindogs, we leverage our experience and technical expertise to understand your business objectives and shape the most appropriate technical solution.



## Do you have the budget?

Before you get carried away with the idea of developing a solution, you need to consider what your budget allows. Our solutions consider functionality and your budget for creating a new system. We'll work with you to find a solution that fits within your budget but doesn't compromise on the design or functionality. If you don't have the budget for an entirely new system, you could consider an existing system to integrate with your current system. We're not afraid to highlight to our clients the existing off-the-shelf solutions that are worth considering and are less costly.

## How will your business benefit from a bespoke system?

A new system might seem like it will solve all of your problems - whether that be not having an efficient data entry system or online booking system - but, what are the actual benefits of developing a new system? It's important to think about what impact the system is going to have on the rest of your business. How will it improve the efficiency of your team members? How will it reduce the time it takes to analyse and optimise reports? How will it increase engagement with your customers? If you have a growing list of benefits, then it's worth getting in touch with us and exploring your options.



# Our projects

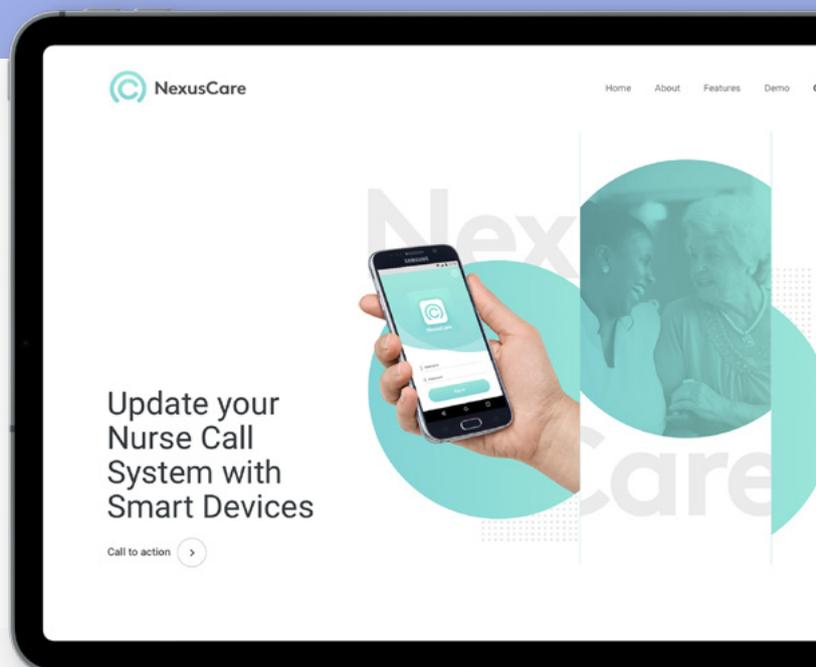
At Spindogs, we have developed a range of bespoke systems for our clients. We have even delivered a platform for helping manage the transportation of VIPs during the London 2012 games! Here are a few projects we have worked on to date.

## Nexus Care

Nexus Care is a leader in providing quality care. The privately owned, family-run business operates 24 hours, seven days a week to provide quality care services to the community. Nexus Care prides itself on keeping charge rates simple and not tying clients into long and confusing contracts.

“Spindogs worked with us from the ground up to develop the solution as a whole, taking the lead on the technical design and the delivery of the user interface.

– Neil McManus, Director at Nexus Care



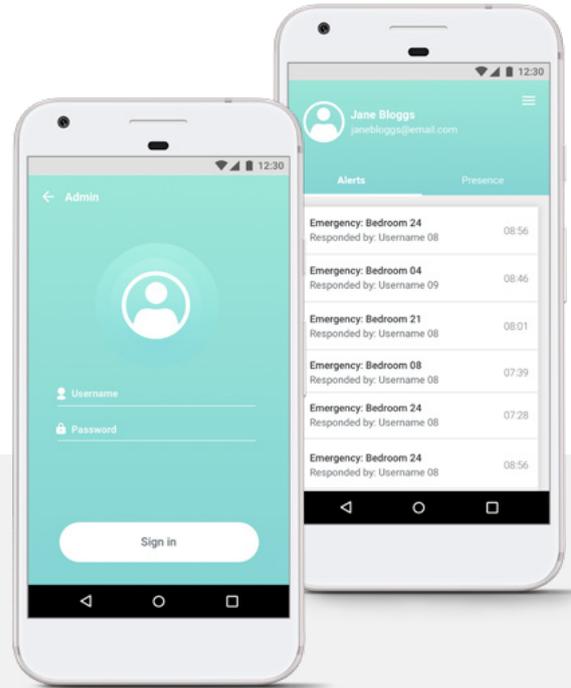
## Modernising the way care homes work

Nexus Care approached us to find a solution to ease the pressure of under-resourced care homes. Historically, patient alerts were managed in a way where they weren't tracked or optimised. It's common practice for care homes to use wallboard buzzers that sound and flash when a resident raises the alarm. However, this technology system isn't efficient and Nexus Care realised this.

Not only was the wallboard a disruptive and noisy system, but it was also an outdated solution to managing patient alerts. The system meant that a member of staff had to man the wallboard buzzer at all times, and when alerted, visit the site and assess before returning to the board again. This out-of-date pager system also meant that Nexus Care was running into a variety of problems, ranging from delays in care to confusion about how the needs of the patient align with the role of the carer.

“Nexus benefitted our home to modernise the way of working, answering call bells and communication via the Nexus system.

– Bradley Hughes, Nexus Care customer – Caring Homes



### Delivering an efficient care service

To ease the pressure from staff members and to help deliver a more efficient care service, Nexus Care had a vision for a smartphone app to replace the current pager system. A smartphone app would have a huge impact on the efficiency of the care services, giving staff the flexibility to move around without having to man the wallboard and still be accessible to all residents without impacting the quality of care.

Our development team developed and launched the app to thirty sites within six months. Over these six months, we created a solution that integrated

with the current nurse-call infrastructure without needing to replace the existing equipment. The app enabled nurses to use their accounts to respond to nurse call alerts.

The app also allowed management to report on all staff performance in terms of response times to resident alerts, resulting in a better level of care as they were able to monitor and report on zoning alerts.

### Paving the way for care homes

The app has been widely-used by Nexus Care. So much so that Nexus Care has sold it to five of the top twenty care home groups in the UK. The icing on the cake is that Nexus Care also won a High Commendation for Best IT or Communications Provider at the Care Home Awards for the app!



# Our experience in the automotive industry

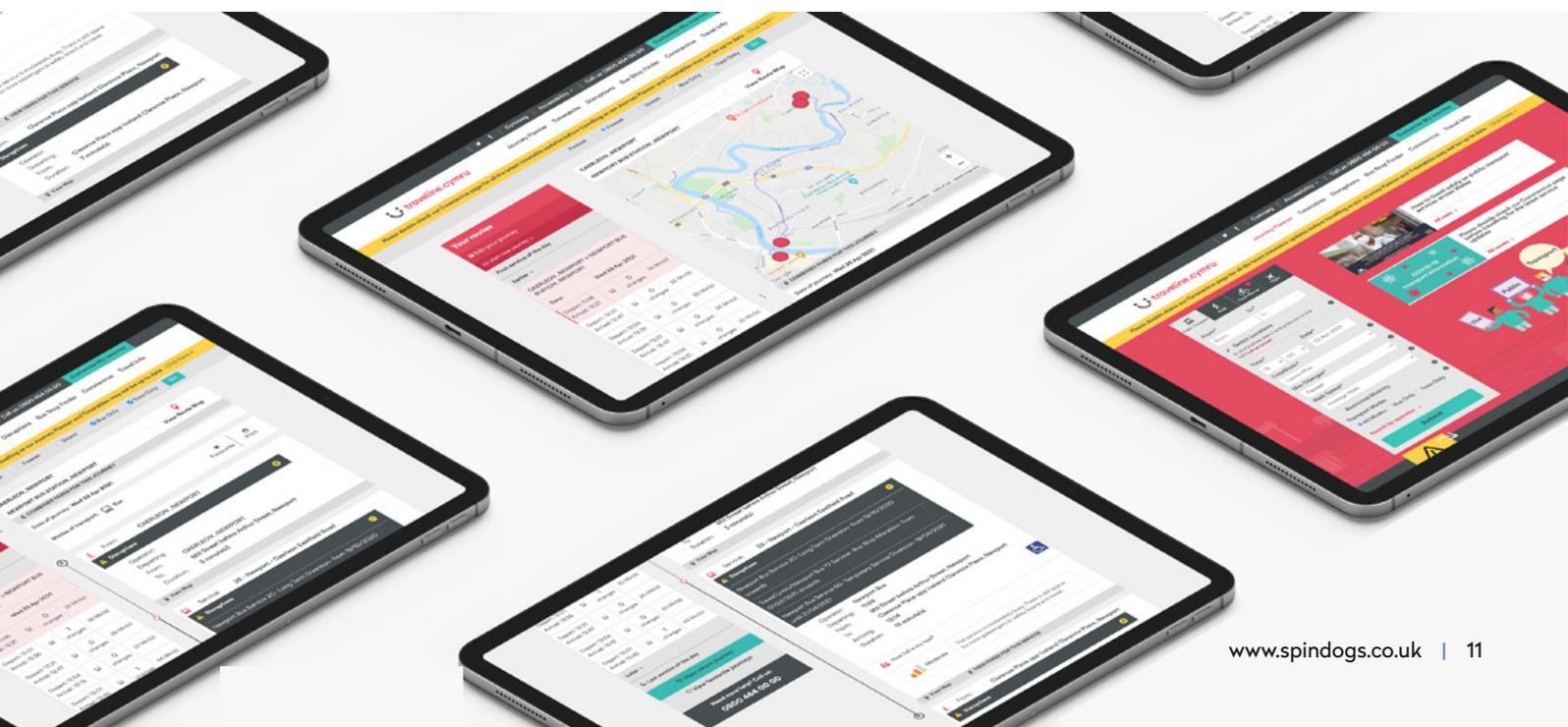
The automotive industry faces a growing number of challenges. Competition, market trends and costs are all increasing pressures, so how do you leverage your expertise and stand out from the crowd? One area that gives businesses in the automotive industry a competitive advantage and helps them ease the pressures of globalisation is accurate and automatically updated reporting dashboards and analytics. We have developed functional, yet user-friendly systems for clients in the automotive industry that enable them to collate and articulate their data efficiently and effectively.

## Centralise data

A commonality for companies in the automotive industry is that they have masses of data, but don't have the tools or capabilities to aggregate and understand it. As global companies, they have multiple suppliers, manufacturers and data entry systems across different departments and parts of the world. However, companies in the automotive industry need a way of bringing all this data together. This is where Spindogs steps in. We have developed bespoke systems for a number of global companies in the automotive industry that enable them to centralise their data and integrate with existing platforms. Each system is unique to the company and has been developed based on their specific requirements. We have developed functional systems that can collate data from different areas of a company.

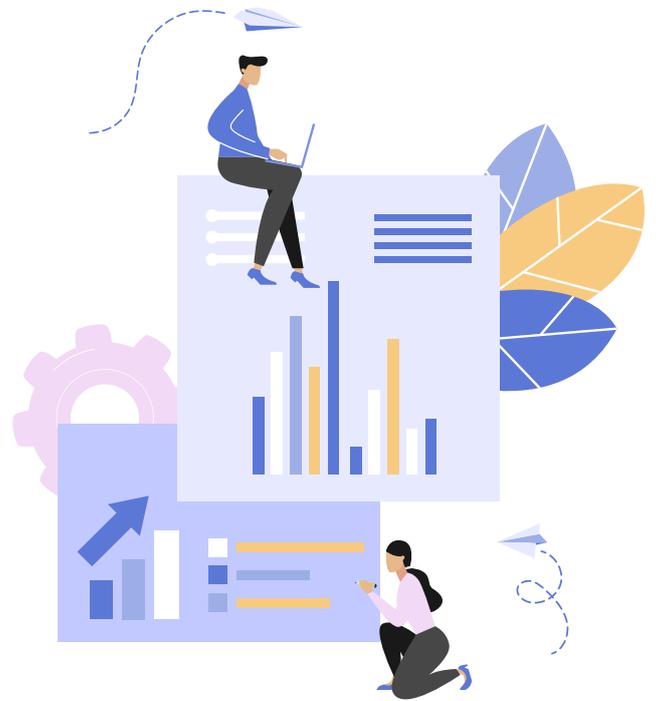
For example, how much has been sold over specific periods of times, by specific dealers and markets. We then take the data to analyse and optimise, providing them with a better understanding of their performance.

Automotive companies may want to centralise their data to have an overview of their company's performance. For global companies in particular, it can be extremely challenging to gain insight into how suppliers from the other side of the world are performing. That's why, we have developed a system that gives seniors in head office the visibility of suppliers' performance and sales from across the world at a click of a button.



## Custom reports

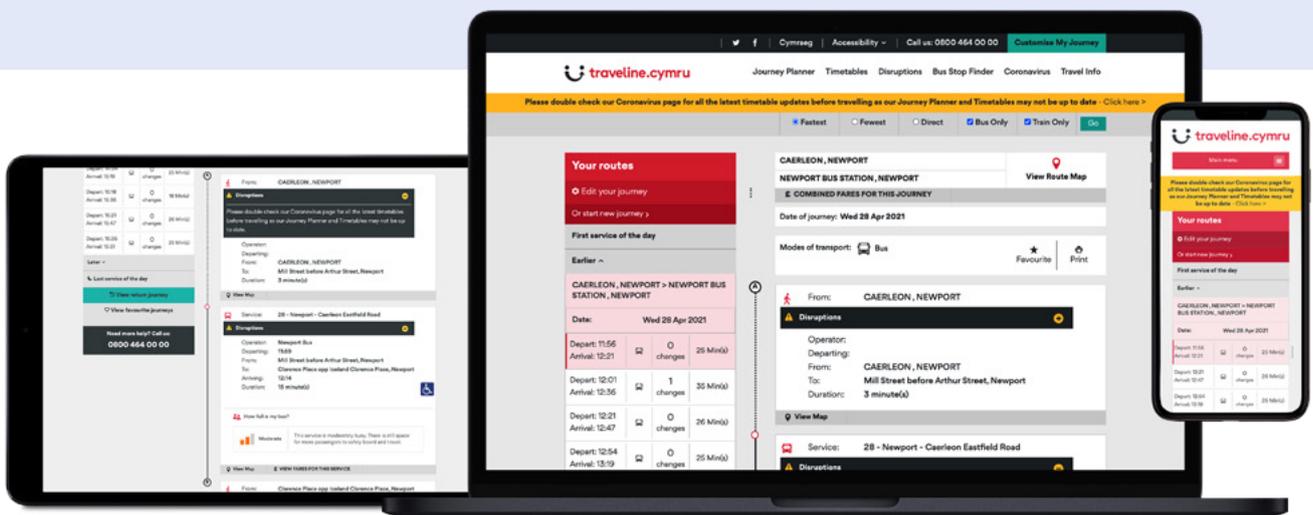
With masses of data, global companies in the automotive industry need to access data in real-time and, most importantly, understand and make sense of it. Our expert development team have built bespoke systems that enable companies to create custom reports. We have built performance dashboards that present companies' data in a user-friendly way, so anyone in the business can understand it. These dashboards have been branded appropriately, include animated data, and have the functionality to download and export custom reports to be able to share with team members in a range of formats.



## Bespoke systems

As well as creating a centralised place for data, branded performance dashboards and custom reports, Spindogs has also developed a range of functional systems that integrate with the current systems these companies have.

Companies need to deliver their services fast and efficiently to compete with others in the automotive industry. At Spindogs, we have created a bespoke quoting system for companies with unique menu pricing. These bespoke systems have enabled suppliers from around the world to create a quote in their chosen currency within a matter of seconds. They can see the history of their quotes and view analytical data on the work being quoted. We have also created a booking system, which allows customers to book in a provisional service online.



# Cadw

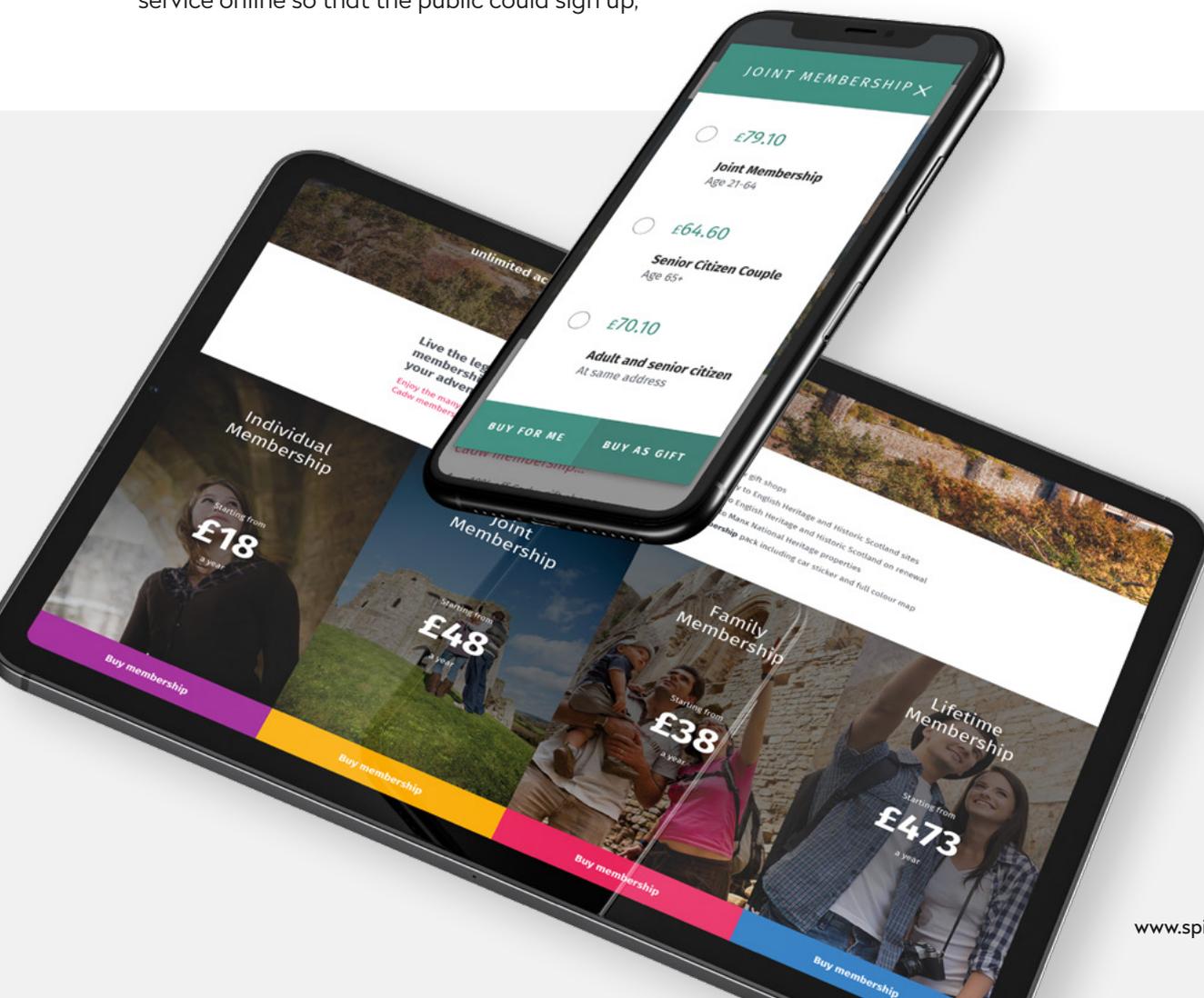
Equinox PR and Marketing won the contract to run the membership programme for Cadw, the Welsh Government's historic environment service. As part of the Welsh Government's Culture, Sport and Tourism Department, Cadw cares for and protects 130 historic properties and provides access to these sites, using them as 'showcases' for the history of Wales. Members of the public are encouraged to sign up for a membership package so they can take advantage of the monuments that Wales has to offer.

## Managing memberships

Cadw had previously been using an offline database application to manage its memberships. However, the application was outdated and was no longer fit for purpose. That's when Cadw decided to look into new memberships management systems and applications they could potentially adopt.

Cadw wanted to switch to an online membership system that integrated with payment gateways, but most importantly, gives the option to self-service online so that the public could sign up,

manage their subscription and renew their membership through the application. The system also had to be able to take various payment methods for membership, including card, direct debit and Tesco Club Card Vouchers, as well as accommodating their traditional offline signup process managed by their custodians at their staffed sites.

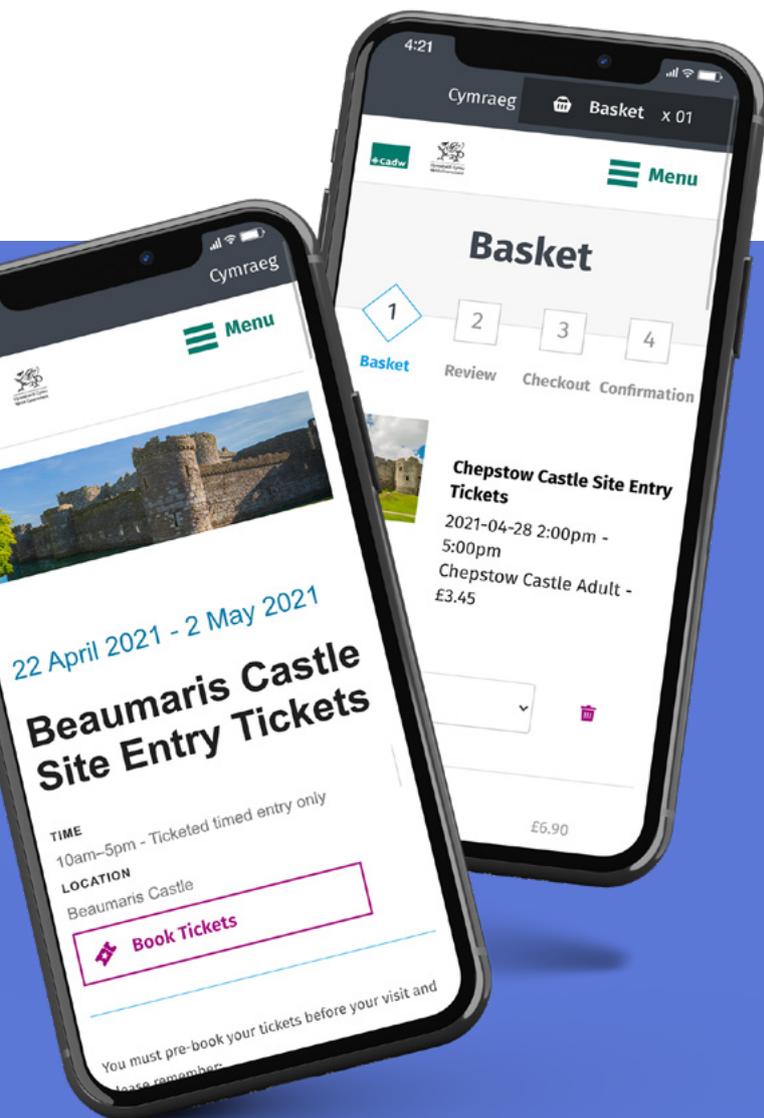


## Bespoke membership management system

Before we created a bespoke system for Cadw, we considered and evaluated the off-the-shelf options that could serve Cadw's needs. But when we whittled down their capabilities, it was clear that the Cadw team would benefit more from having their membership management system tailored to their needs and requirements.

The project kicked off with a modelling phase, which involved our team identifying and establishing the different sign-up journeys and the many exceptions and rules that members would encounter and that the system needed to recognise. Our development team also needed to design a suitable database for the system.

The system would be used by the public, which meant it needed to capture the right data. It also needed to live up to Cadw members' expectations and support the membership team. The previous system didn't have any system-based rules. The database had free text and it was heavily reliant on their membership team to manage the operations and understand how to use it, which would no longer work if we were to allow end-users to sign up themselves online. We mapped out and implemented business rules for the membership sign-up process. We were mindful that the membership team needed to have a similar degree of flexibility that the previous system had too. It was also the first time that the Welsh Government had handled online direct debits for its offerings, so we needed to be 100% confident that the system was safe, secure, and efficient. During the build, we had to ensure that we completed the migration of existing members and transfer their payment data across to the new system without complications.



After initially launching the new system to the Cadw membership team, the application was successfully rolled out to existing members to use. The membership system has played an important part in helping to support Cadw continue to grow its loyal member base through the difficult months of the pandemic — with...

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# 45,596

Live members to date

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# 87%

Year-to-year retention rate

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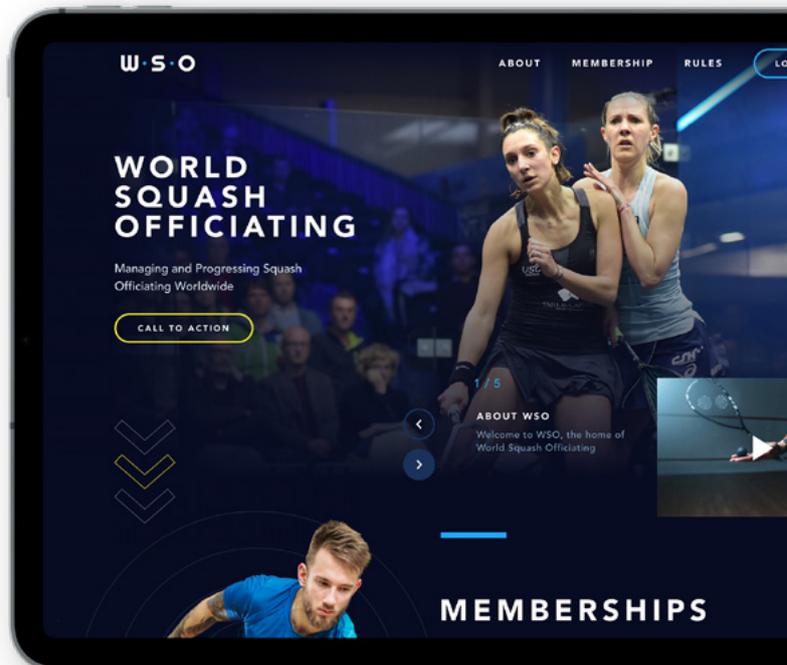
# World Squash Officiating

World Squash Officiating looks after squash refereeing on a global basis. The team supports the development of the sport nationally and on a local level and gives individuals the opportunity to become squash referees.

## The challenge

World Squash Officiating wanted a system that would automate the process and allow aspiring squash referees to read the learning materials, take the tests and get the certificate online. The manual process meant that the World Squash Officiating team had to test and verify candidates themselves, which was time-consuming and inefficient.

We looked at the different options and technology available, but it was clear that World Squash Officiating would benefit from a self-service website with a bespoke system that automated the process for them.



## The process

World Squash Officiating had a mountain of learning materials that needed to be organised in the system and categorised on the website. As there are different levels of becoming a referee, these learning materials also had to be segmented accordingly. These learning materials and resources were also in various formats, such as events, text, video demonstrations, etc. The website needed to act as a learning platform where users could go to, complete assessments and officiate as a referee. To ensure we create a multimedia e-learning platform, we had to work with third-party providers to gather the resources and organise them in the system.

We also needed to integrate the system with the current payment platform to make it a business. Users have to pay to access the learning materials and get to the next stage, and this had to be considered in the journey.

## Our solution

World Squash Officiating wanted to create a website where users could interact with the learning modules and complete assessments themselves, and be scored and given a certificate online. This meant that the team required a bespoke solution that would talk to the main website. We needed to create a system where the team could upload learning materials and content in WordPress, and users would be able to edit the questions and complete answers based on the videos they've watched. The system would then read and translate this information into data to create the learning area and assessments, removing what the team would have to do manually as part of the qualifying process.

## The result

The Spindogs development team created something more than a brochure website – it's now a website where users can achieve something from using it. By creating a bespoke system, not only have we transformed the way that users qualify as squash referees, but we have streamlined the process for the World Squash Officiating team too. The automated system means that the team now doesn't have to carry out the manual tasks of sharing learning materials, taking payments and giving out certificates.



## Talk to us!

If you haven't been able to find a solution to your problem and you have exhausted all other systems, then maybe it's time to get in touch. We will work with you to find a solution, whether that's offering an off-the-shelf service or creating you a bespoke system that's going to help solve your problem.



# About Spindogs

We are a full-service digital agency helping organisations with marketing both online and offline. We love delivering great website design & development, marketing and brand solutions for our clients, so whether you're looking to drive more value from your digital marketing budget or bring

your business to life with a visually stunning website, we have the full package to take your online presence to the next level. That's how we've built successful, results-driven relationships with clients since 2004.

## Websites

- > Web Design & Development
- > Ecommerce
- > Multiple CMS platforms including WordPress, Umbraco and Kentico
- > Intranets & Extranets

## Creative

- > Brand Consultancy
- > Logo Design
- > Graphic Design
- > UX
- > Website Design
- > Print
- > Branding

## Marketing

- > Outsourced Digital Marketing
- > SEO
- > PPC
- > Social Media Advertising
- > Analytics
- > Conversion Rate Optimisation
- > Email Marketing
- > Training & Workshops
- > Content Creation

# Get in touch

To learn more about partnering with Spindogs for your website, branding or digital marketing project, get in touch with our business development team:

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**T: 02920 480 720**

