



DUTCH EMPLOYERS COOPERATION PROGRAMME

WEST AFRICA

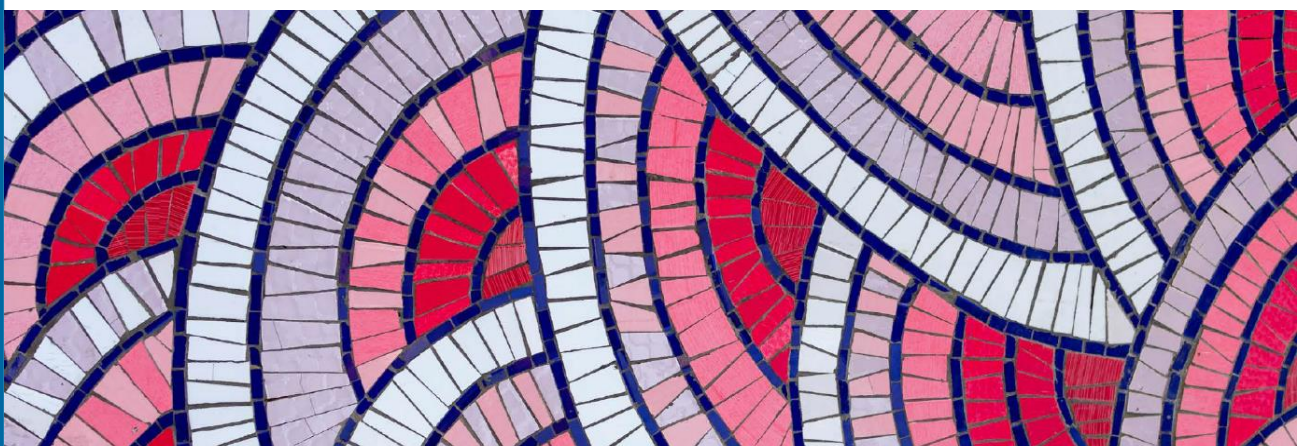
**MEMBERSHIP MANAGEMENT; BE GOOD AND TELL
PEOPLE ABOUT IT!**



The Hague, Turin
March 2021

Membership management; Be good and tell people about it!

The Hague. 24 March 2021. Membership management and social dialogue are the two main pillars of the DECP programme 2021-2022 to support employers' organisations. One of the tools that facilitates frequent contact and interaction with members and potential members is the CRM system, which was developed by the ITCILO in cooperation with IT specialists from the Italian company OpenSymbol. Currently, DECP is supporting the installation of the updated version in West African partner countries, including the intensive online training programme and remote support organised by the ITCILO in partnership with ACT/EMP.



Gestion de la relation client pour OE

OpenSymbol
THE CRM COMPANY

Decp
Dutch Employers
Cooperation Programme

ACT/EMP
Bureau for employers Activities

Training
ACT
EMP
Employees
ITC
International Training Centre

No modern and flexible organisation can do without professional IT support these days – no matter if it is a commercial company or an employers' organisation. After all, organisations that deliver added value to their members should not forget to share and communicate their achievements. Furthermore, they have to initiate new relevant activities that involve their members in order to guaranty optimal interaction, added value and visibility. This cannot be done with simple Excel sheets or tables which are often not up to date.

In 2012, the International Training Centre of the ILO (ITCILO) introduced the first version of its CRM system which was specially developed for employers'

organisations. More than 65 organisations are currently working with it. Recently, a new updated version was released which offers advanced graphics, more security and a survey section. That is why DECP decided to support the installation of this version in Ivory Coast, Benin and Togo. Mr. Stéphane Aka Anghui is the executive director of the CGECI, the Ivorian Employers' Organisation. He strongly encourages his team to embrace the system and participate in the intensive online training. He explains: "For an organisation like the CGECI, which brings together more than 3,500 members, the CRM will



be an essential tool to better satisfy our members and interact with them in accordance with axis 2 - membership management- of our brand-new strategic plan in cooperation with DECP."

Stéphane Aka Anghui (CGECI): "For an organisation like the CGECI the CRM will be an essential tool to better satisfy our members and interact with them"

Ms. Jeanne Schmitt and Ms. Cecilia Fabbro have developed the online course. Jeanne Schmitt is Activity manager and Cecilia Fabbro is Activity assistant at ITCILO ACT/EMP. This intensive course consists of a series of ten webinars in combination with exercises and assignments to be done individually. Ms. Schmitt and Ms. Fabbro conduct the training. They are assisted by Mr. Albert Ilunga, a frequent CRM user of the Federation of Enterprises of Congo, who provides practical examples so that the participants better understand the system and the software. When he encounters unforeseen problems or bugs, Mr. Giovanni Vendraminetto, CRM expert and responsible for the installation of CRM since many years, can always lend a hand.

"What we have learned in our work with EBMOs around the world on introduction of CRMs is that installation of the software is really the last step in the process. For the CRM - or any other technology based tool to leverage data - EBMOs first need to assess how the technology will impact their staff and members, and ensure the necessary steps are taken to prepare these stakeholders and get them on board. Related to this and just as critical is the need for EBMOs to undertake business process reviews to better understand how front and back office functions will be impacted or need to change. Only with these three integrated components addressed can EBMOs succeed in leveraging the data they have".

Barbara Maino, Program Assistant, ITCILO ACT/EMP

More than 35 staff members of the abovementioned employers' organisations have participated in the training. Ms. Joëlle N'Dri, Marketing support consultant at the CGECI, is one of them. According to her: "The CRM training is very interactive, even when it is conducted remotely. I am happy to have the opportunity to master this tool which will allow the CGECI to enhance and highlight the services offered to members, as part of the improvement of their competitiveness." The course allows the participants to get acquainted with the system and the wide range of user possibilities.



Cecilia Fabbro (ITCILO): "It is no longer just about data collection. Over time the perspective of use has changed and CRM now offers possibilities in terms of membership strategies"

The first steps are not always easy, and the participants encounter quite some challenges. But all these meetings and the very interactive training serve an important purpose, as Mr. Ilunga explains: "The CRM system forces us to change the way we work. And changing things is not always obvious. But let's be clear; if you always give the same, you always get the same in return. But if you do it differently - better - you will also get something better in return. The first steps are not always easy. But after you climb the mountain, the descent is much easier."



Mr. Jacob Mondedji is the HR responsible officer at CNP-Togo, the employers' organisation of Togo. Recently, the CNP-Togo moved to a brand-new office in Lomé, the capital of the country, which offers the staff all the modern facilities they need to do their job. According to Mr. Mondedji, the CRM system is the backbone of the organisation: "CRM is the tool par excellence for steering employers' organisations."

The employers' organisations in West Africa have proven, especially after the outbreak of COVID-19, that they are flexible, fast and adapt quickly to new and unforeseen situations. Their actions taken in order to mitigate the spread of the coronavirus and to encourage continuation of business did not go unnoticed. Social dialogue was applied to list joined interests of employers and employees and to inform and convince the governments to take proper action to protect the private sector and the business climate.

Jacob Mondedji (CNP-Togo): “CRM is the tool par excellence for steering employers' organisations.”

New services were developed, including services that are not related to the pandemic, and these can guide the employers' organisations into the future. Their existing members and potential members should know about that.

Be good and tell people about it. CRM can do this!

An Employers' organisation, made up of multiple and multifaceted members whose various needs which must be met, must improve its management approach with the constant concern of giving them satisfactory continuous flow of communication particularly during the COVID pandemic. For a long time, our organisations have done manual management of their members. This often lacks effectiveness and efficiency. It was overdue for us to reform this archaic method and upskill our organisation to be technologically innovated through the essential training of the new CRM tool.

This training has added value for CNP-Benin because it helps us to:

- methodically arrange the functional bricks built over the years;
- modernise our membership management process

A sincere thank you to DECP, whose support opens the opportunity for CNP-Benin to get familiar with this tool through this instructive and very exciting training. A thank you also to the entire ITC-ILO ACT/EMP team for their flexible pedagogical approach which allows us to acquire new knowledge of the membership management of our organisation. In the end, we can say that we have been able to take advantage of this unprecedented health crisis.



Laure Adoukonou. Assistant of the employers' organisation of Benin, CNP-Bénin

Colophon

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