

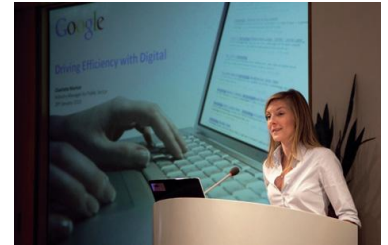
Case Study



Seamless integration between eventsKent & South East's existing CRM system was required from the events management software chosen for business support in the South East of England

The Issue

As the organisation tasked with co-ordinating all of the business support event programmes across the South East of England, eventsKent & South East faced a considerable challenge both in terms of event and delegate management, and in terms of being able to offer a comprehensive, yet highly user friendly booking capability to the business community.



The Solution

At the end of an exhaustive market review, eventsKent & South East selected evocos as their preferred solution.

One requirement was the need to provide a seamless integration between the events management system and the organisation's customer relationship management system to ensure a "closed loop" experience for the customer. Within a couple of days evocos was configured for eventsKent & South East's needs and was live within two weeks.

Since its go live date in August 2007, evocos has successfully handled over 2000 events and well over 17500 delegates. It is fair to say that there have been some hiccups along the way, this was mainly around changing of business processes. Whenever these issues have arisen, we have ensured that the issues have been overcome. evocos provides a high level of support and this has helped to cement evocos into the fabric of their business.



About BusinessLink Kent

Based in West Malling, eventsKent & South East are the business support organisation tasked with co-ordinating business support events across Kent and the South East of England.



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evocos is a leading provider in [event management software](#). In the past year alone evocos event & delegate management software solution has created over 7000 events, managed approximately 75,000 delegates and has taken over 50,000 online bookings. evocos event management software ensures customers are able to seamlessly manage their events; gaining huge cost and efficiency benefits.