

CUSTOMER SPOTLIGHT

Centrepont



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—Jack Scott, Data and Insight Analyst

Founded in 1969, Centrepont is the leading charity in the UK for homeless people aged 16-25, providing accommodation-based and floating support services to more than 7,000 people each year.

The charity’s ethos is about far more than providing a safe bed for the night; Centrepont also helps young people to turn their lives around by gaining essential life skills, tackling their physical and mental health issues and moving into education or employment. Since the charity was founded, they have helped over 100,000 young people and have also carried out important campaign work to influence national and local government policy affecting homeless young people.

When did you decide to start using ImportOmatic?

“As part of our fundraising campaigns, we regularly receive campaign data from external agencies. It was vital for us to import these external data files into Raiser’s Edge so that we could achieve a single view of our supporters, but as time went on, the process became more and more convoluted, and wasn’t particularly transparent.

Centrepont is powered by

- ▶ Raiser’s Edge NXT™
- ▶ Blackbaud Online Express™
- ▶ ImportOmatic™

The situation was further hampered when we began to diversify and look at alternative sources of income; our data import requirements grew rapidly and we could no longer cope with the system we had in place.

“ImportOmatic was the perfect solution for us. We spoke with other charities who were using it and could immediately see how it would help us seamlessly import our data directly into Raiser’s Edge, and eliminate the problems we were experiencing.”

Is ImportOmatic saving your team time?

“We have been using ImportOmatic for 2 years now and have seen significant time savings. We can cope with much larger volumes of data from more sources, yet we’re still saving a huge amount of time, and these are precious hours that we can now spend working more proactively and strategically.”

What other positive results have you seen since using ImportOmatic?

“We’re also now able to better service the various teams within Centrepont. Before ImportOmatic we had a backlog of data to be imported, and this would have a knock-on effect on the teams and their ability to gain a complete insight into supporters. We no longer have this backlog; in fact, quite the opposite, as we are able to help other teams that we didn’t have the capacity to help previously. We now have a complete single view of each and every supporter so we can treat someone who donates, volunteers and gets involved in an event as one single person, rather than three separate entities, which helps immensely in building relationships.”

Would you recommend ImportOmatic to other non-profit organisations?

“I would absolutely recommend ImportOmatic to others. It has made a significant difference to the way we work at Centrepont. Data import virtually takes care of itself now, and the time we are saving is time that is being better spent serving those who really need our help.”

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