

# The Royal Town Planning Institute **map out their next scheme**

With over 25,000 members worldwide and more than 100 years of history, The Royal Town Planning Institute (RTPI) is the principal body representing planning professionals in the United Kingdom and Ireland.

They are a leading membership organisation and a Chartered Institute responsible for maintaining professional standards and accrediting world class planning courses nationally and internationally.

They also promote and develop policy affecting planning and the built environment.



Setting realistic expectations and timescales

RTPI started the process to replace their legacy CRM system. They underwent a vendor selection and appointed a supplier. However, unfortunately the project didn't go as expected and quickly came to a halt.

## Rapid rescue and re-launch

RTPI then approached **smartimpact** in a second attempt.

**smartimpact's** "Rescue and Relaunch" service has been honed through years of experience in the membership sector.

When **smartimpact** engaged with RTPI, it was evident that RTPI's project team was under too much pressure to deliver against unreasonable levels of expectation, so they proactively began to build trust and a very close working relationship with the RTPI team.

The next step was to carefully build trust with users and re-set user expectations, as well as reappraise senior management around the benefits of what the system could deliver and realistic timescales for delivery.

With 90+ users, **smartimpact** offered guidance and education to support the RTPI project team.



Supporting the RTPI team through planning, guidance and education

“ We received a lot of guidance, reassurance and steering all through the project from, **smartimpact's** project team. They consistently went above and beyond the call of duty. ”

ATPI



Going the extra mile



Going the extra mile

## Roadmap to success

At the beginning, RTPI didn't really have an active Exec Sponsor to head up the project and so they needed a lot of advice at many levels. **smartimpact** was engaged to be a strategic advisor as well as the technology provider.

RTPI also required strong project management skills and business process improvements.

*"We engaged with **smartimpact** because of their proven track record in collaborative engagement and guidance. Their "Rescue and Relaunch" service is first class - they clearly communicated the best plan and delivered it with minimum fuss."*

RTPI

## Solution summary

smart  
membership



to manage and monitor  
member activity  
and subscriptions

smart  
connector



for integration with the  
website, finance and  
email systems

smart  
events



to manage their  
events registrations

smart  
education



to streamline joining  
and learning journey



Solid platform for future growth

## And finally... planning the way ahead

The overall project necessarily took longer than they had originally envisaged, but with a lot of education, help, care and guidance, plus us challenging their preconceived processes and notions, RTPI now has a great platform upon which to grow.



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## We know this got you thinking about your own transformation project

Get in touch if you'd like to discuss new ideas and ways of working.

Wherever you are in your digital transformation, sign up for a free 2-hour consultation with our Transformation Consultants.