

Culture.Crane
ARMSys –
Audience
Relationship
Management System

CULTURE.CRANE



In order to maximize customer experience cultural institutions need a customized and affordable solution to handle their complexity of multiple genres and audience segments, membership and donation schemes.

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Challenges

- **Complexity:** several cultural genres are targeting different audience segments with different habits, motivations and channels
- **Affordability:** Having limited resources development of an own CRM system is not realistic, while ready-made solutions are not flexible enough for customization
- **Strong competition:** nowadays not only other cultural institutions, but digital culture consumption is also a valid threat to be handled.
- **Changing habits:** new generation of audience requires different approach, moving from offline to digital communication and purchase, from subscriptions to ad hoc choices, from personal recommendations to online available reviews.

Ideal Solution

Ideal solution owns the following benefits:

- Ready to **handle high number of varieties** in customer data and specialties
- Is built based on **culture-industry requirements**, therefore can be customized and used easily
- Innovative tools help **recognition of key contributors** and deep audience understanding
- **Individually customized communication** content ensures maximized relevancy and targeting
- Easy **integration** supports having all data in one place

Desired Outcomes

- Deep understanding of the audience allows ideal **experience management** through the customer life cycle and leads to activating and relevant offers and promotions
- Marketing automation allows **less labour-investment** from colleagues who can focus on valuable actions
- Customized communication leads to **higher conversion and involvement**
- **Loyalty and emotional bonding** is built – higher frequency of visits, purchase and donations.



Culture.Crane ARMSys – Audience Relationship Management System

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Audience understanding-driven holistic experience management, throughout customer life-cycle.

Culture-specific solution

Industry Expertise

- Handles complexity of genres and program specifics
- Membership program and donor cultivation

Extended audience knowledge in one place

Multi-dimensional

- Single-view of all customer-related information arriving from all integration sources
- Data analytics and visualization

Individual customization

Experience management

- Individually customized content
- Insights based on actual customer behaviour
- Customer value defined based on relevant weighted KPIs

Scalability

Adjustable to your needs

- Easy-to-use and flexible
- Modular set-up
- Set-up with individual categories and KPIs

„I think the system works very well! We get a lot of good feedback from our customers. We can see very clearly what we did go well, what did not which really helps us also for the internal communication, to structure activities in marketing and ticketing, and in fundraising. Culture .Crane understood our needs, and understood the direction we would like to move in and they have been partner which I find very important. The entire process was handled very professionally.

- Stefan Englert, former CEO, Budapest Festival Orchestra

Culture.Crane ARMSys Audience Management System + Microsoft Dynamics 365 / Azure



Microsoft provides a stable basis with its security, user-friendly and proven-effective platform for the industry-specific cultural expertise to provide extended audience understanding and to service experience and manage customer life cycle.

Solution Alignment

Culture.Crane ARMSys + Microsoft Dynamics 365 / Azure - **SECURITY**

- **Rich feature-set to fulfill GDPR-compliance**
- **ISO 27001 information security protocol certificate**

All data and communications are encrypted
ARMSys will store your data within the EU



Culture.Crane ARMSys Microsoft Dynamics 365 / Azure - **EXTENDED OFFICE ENVIRONMENT**

- **well-known UI/UX by Microsoft**
- **Simple and practical**

Seamless integrations with familiar Microsoft platforms



Culture.Crane ARMSys + Microsoft Dynamics 365 / Azure - **FUTURE PROOF**

- **Security upgrades from MS (twice per year)**
- **Quarterly released upgrades from Culture.Crane**

Supported by the leading and most-secure online cloud platform in the world



Customer Success Story



Budapest Festival Orchestra

About Budapest Festival Orchestra

Founded 35 years ago by Ivan Fischer and Zoltan Kocsis.

World famous, owner of several awards
Listed among top 10 orchestras worldwide



The challenge

Create a system that is much more user-friendly, faster and customizable for Budapest Festival Orchestra's specific needs than a well-known CRM-system they used priorly, has sophisticated analytics and still affordable. Create a database with single-view customer profiles, develop e-newsletter engine, design new, multi-level loyalty program.

The solution

Following a full-scope CRM-Audit specified and developed the culture-specific, cloud-based CRM system launched in February 2017, integrated with new website and ticketing. Loyalty module Introduced since then. Pilot cooperation – master user on board.

Win Results

Exponentially grown CTR and open rate of newsletters:

Since the introduction of the Context Matrix Emailer module the average newsletter click through rate has grown with 42% and the average open rate is over 50%. Furthermore positive feedback from audience on increased quality of newsletters.

Customer Value Meter developed for customer:

On specific customer request the module was developed to define the value of customers based on most important, weighted KPIs to identify key contributors and learn how they relate to others. Key tool for them in donations and membership rewarding, as well as segmentation and targeting.