



gatwick  
**diamond**

As a membership organisation Gatwick Diamond provides a platform for members to get to know each other and to facilitate B2B opportunities with a main focus on the West Sussex and East Surrey areas.

# Transforming membership with Dynamics 365

Gatwick Diamond started a journey of business transformation as the organisation had previously experienced difficulties with its CRM system as was, therefore, keen to embrace CRM automation, insights and remote working with Dynamics 365.

As such, the Gatwick Diamond chose Cloud9 Insight for support and guidance as the Microsoft partner focuses on technology longevity, guided change processes and ongoing transformation following technology implementation.

Following the implementation of Microsoft Dynamics, it has become the organisation's 'main business tool', and, in conjunction with streamlined support, empowered Gatwick to reap the following benefits:

- Increased efficiency for front-line staff owing to freed-up time through automation.
- Gatwick is able to contact the right members with the right message for more tailored communications, instead of sending out blanket emails.
- Automations and integrations have allowed a bespoke system to emerge without all the fuss, complexity or cost.
- Gatwick CEO, Jeff Alexander noted that "Cloud9 have been a partner who is supportive, proactive and fun to work with, which makes a difference in all working environments."
- Filmed during the corona virus outbreak, Microsoft Dynamics has been absolutely critical to keep the Gatwick Diamond functioning remotely.

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*"As a membership organisation, CRM is central to what we do - it's our main business tool. I don't know how we would have coped working from home without our Dynamics 365 system"*

**Jeff Alexander**  
CEO, Gatwick Diamond





## Business Transformation Stories:

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Gatwick Diamond



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