



## **The Sheffield Royal Society for the Blind**

*"Supporting blind and partially sighted people in Sheffield"*

We have been using GoldMine since 2004 and are currently running Premium Edition, having upgraded in February 2009. We use GoldMine to track numerous contacts such as suppliers, volunteers and donors but the original implementation and still the predominant use is to record details of our visually impaired service users, currently in excess of 3,000, and record details of all our contacts with them including other services that we may have referred them to.

One of the influencing factors in selecting GoldMine was its flexibility and how we can change it to suit our own very individual requirements and, in conjunction with Crystal Reports, we have a tool that enables us to record and report information in a format that suits our requirements.

We were originally supplied with GoldMine by Caltech and from the outset they found out what we required, designed the first implementation and then worked with us to train us and ensure that we were getting the benefits we expected. Caltech understand what we require of our software and are always flexible and responsive in their dealings with us, offering us the support we require.

As a charity, cost is of paramount importance to us as we receive no government support for our work and certainly GoldMine enables us to monitor the time we are allocating to each service user and we are able to manage our workload more effectively. With GoldMine we are tracking people rather than sales or opportunities but the combination of GoldMine and Caltech means that we do it very effectively, even though the software may not have been designed for our type of use – this clearly demonstrates its flexibility.

I would not hesitate to recommend both GoldMine and Caltech to anybody considering a CRM solution.

A handwritten signature in black ink, appearing to read 'S. Hambleton', written over a white background.

Steve Hambleton  
General Manager