

## **KISS Contacts and British Dental Health Foundation**

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The British Dental Health Foundation is the UK's leading independent dental health charity. It is dedicated to providing free, impartial and expert dental advice to the public.

Central to its resources are some several thousand members, supporters and contacts. In 2001, the Foundation undertook a review of its IT systems to enable it to reach these contacts more quickly and easily.

Dawn Thomas, Financial Manager of the Foundation, commented: "A key issue was the age of the current membership system.

"It had given good service over the years, but as it was the product of old technology it was slow and difficult to use. In addition, it only addressed the needs of membership, meaning that other Foundation activities such as PR, fund raising and events organisation had to maintain their own separate records."

The Foundation looked at a wide range of potential alternatives, but chose to proceed with the KISS system because of its ease of use, and ability to share information across the departments.

The Foundation then commissioned the supplier to add an export facility to allow the Foundation to collect subscriptions for membership by Direct Debit. The old system was finally decommissioned in 2004.

Mrs Thomas continued: "The real benefit of the new system is that it enables us to contact our members and process direct debits quickly and easily, as well as allowing us to share information between the departments and target specific groups for specific campaigns.

"It is a flexible system, enabling us to tailor it to suit our specific requirements."

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