

### Overview

**Country/Region:** Canada, Hong Kong  
**Industry:** Executive Education

### Customer Profile

The Richard Ivey School of Business is the preeminent business school in Canada, offering full-time undergraduate, graduate, and Executive MBA degree programs.

### Challenge

Ivey needed an online event registration and e-commerce solution that would minimize the work effort of its chapter volunteers while delivering the consistently high-value service experience that its alumni expect.

### Solution

Ivey selected the cost-effective and easy-to-deploy **GiftTool Event Registrar**, which integrated seamlessly with Ivey's existing system.

### Benefits

Using the Event Registrar, Ivey:

- Has increased event participation
- Provides consistent branding and more positive customer experiences
- Offers greater convenience, more payment options, and other value-added features for alumni
- Streamlines business processes to reduce workload for staff and chapter volunteers



“ Our e-commerce solutions are about more than just branding; we want every interaction with the external world to be perfect. ”

—Executive Director, Advancement  
Richard Ivey School of Business

The Richard Ivey School of Business at the University of Western Ontario is Canada's leading business school. Maintaining positive relationships with the school's prestigious alumni is the role of Ivey's Advancement Department.

Ivey is widely recognized for delivering the best practices in alumni engagement, facilitating the continued involvement of its alumni long after they have graduated.

To deliver the high-value service its alumni expect, Ivey needed a flexible, yet convenient system for delivering a consistent brand experience; GiftTool provides that solution.

Using GiftTool, Ivey has been able to:

- Better support its volunteer-run chapters while helping them to deliver greater affinity and networking value through increased event participation
- Deliver streamlined business processes that reduce the workload for staff and chapter volunteer
- Provide consistent branding and a more positive customer interaction experience for its prestigious alumni

***While product and service were the most important criteria in the selection of GiftTool as Ivey's e-commerce platform, GiftTool was also the most affordable solution that Ivey reviewed.***



“ With GiftTool, alumni can always expect to be served in the same efficient, professional manner. ”

“ We work with a lot of suppliers, but no one is as responsive and customer-focused as GiftTool . ”

—Executive Director, Advancement  
Richard Ivey School of Business

## Situation

The Richard Ivey School of Business at the University of Western Ontario is the preeminent business school in Canada.

Ivey offers full-time undergraduate, graduate, and Executive MBA degree programs, as well as Executive Education programs. Ivey has campuses in London (Ontario), Toronto, and Hong Kong, where it was the first North American business school to establish a campus in Asia.

Ivey's Advancement Department maintains positive relationships with the school's prestigious alumni by facilitating their continued involvement with the school long after they have graduated.

The Ivey School is widely recognized for its best practices in alumni engagement.

## Challenges

### Global Chapter Presence

As senior executives and business leaders, Ivey's alumni are spread across the world. To maintain affinity with its alumni and help them network with each other, Ivey has created fourteen volunteer-run alumni chapters. Chapters host regular events to allow alumni in the same city or region to connect, keeping the alumni network alive.

### Requirement: Convenient Self-Service

Glenn Yonemitsu, Executive Director of Ivey's Advancement Department, notes that “the Internet is no longer a new-fangled thing. Consumers now expect the convenience of Internet registration and payment, and with solutions like GiftTool, organizations no longer have a reason not to provide it.”

### Requirement: Consistent Processes

Typical of an organization with e-commerce growth pains, each Ivey alumni event had its own registration process with its own methods of payment, presenting alumni with poorly branded, inconsistent, and often confusing methods for event registration and payment.

For event volunteers and staff, manual registration, payment, and accounting practices were time-consuming, and it was easy to make mistakes such as misplacing RSVPs. Settlement periods were also often lengthy as funds were transferred between internal accounts

## GiftTool Event Registrar

GiftTool was selected in the spring of 2006 to support Ivey's 2006 Homecoming Weekend events.

### Ivey-Branded Experience

Key to Ivey's selection of GiftTool was GiftTool's branded interface and templates. By creating its own templates, Ivey can ensure that its event marketing and service delivery are consistent from event to event, and consistent with the core Ivey brand.

### Fast Deployment

Because GiftTool provides a hosted solution, Ivey did not need to create and support an IT environment. The only equipment required by the school and its chapters is an Internet connection and browser.

Ivey wanted to deliver something immediately, and choosing an enterprise solution would have required internal resources that are already committed a year in advance.

From the signing of the contract, the GiftTool deployment took about one week including time for:

- Branded template design
- Merchant account setup
- Staff training

### Affordable Service

Although product and service were the most important criteria in the selection of the GiftTool e-commerce platform, GiftTool was also the most affordable solution.

Like many organizations, Ivey's IT Department has a historical preference for hosting its own solutions. However, this culture is changing as the Software-as-a-Service (SaaS) business model continues to gain prominence, and as solutions like GiftTool demonstrate the value of hosted solutions.



“ As a hosted solution, the system was very easy to deploy. We were live within a week. ”

– Business Analyst,  
Richard Ivey School of Business

## Effective Change Management

Starting small, Ivey focused on a key automatable business process, specifically one that required a considerable amount of manual effort within the organization, both for staff and volunteers.

The issue of event registration and payment was particularly pertinent for Ivey. If left unchecked, the unnecessary friction between Ivey and its valuable alumni caused by inconsistent and frustrating customer experiences could be detrimental to the organization's brand.

## The Advantage of a Hosted Solution

In choosing a hosted SaaS solution, Ivey was able to avoid the excessive capital costs and lost time associated with typical enterprise software deployments. By focusing on one key pain point within a single department, Ivey was able to deploy the initial system in less than a week and start achieving benefits immediately.

By selecting a flexible, integrated platform, Ivey can now turn on other services within the system to take advantage of complementary functionality with only minimal user training and disruption.

Among Homecoming 2006 reunion organizers, 88% of those surveyed found GiftTool easy to use and 91% found it appropriate for supporting Homecoming 2006.

Starting with the Alumni Department, Ivey has laid a foundation upon which to roll out the Event Registrar and other GiftTool services to meet the event management and e-commerce needs of its other departments.

In addition to the Advancement Department, three other Ivey Departments – MBA, Executive Development, and Finance – are now successfully using the GiftTool solution.

## Modular, Integrated Services

The Event Registrar is now the primary module used by Ivey, although other functions are likely to see increased usage in 2007, including:

- E-mail Management – for better-integrated communications
- Surveys – for collecting information about the types of events desired by alumni, as well as post-event feedback
- Shopping Cart – for selling event-related items

## Minimal Training Required

According to Janet White, Business Analyst for the Richard Ivey School of Business, “GiftTool is very intuitive and easy to learn. Training is minimal and in some cases, chapters were able to use the system without any training at all.”

**Homecoming 2007**

**Event Description**

**A Weekend to Remember**

Homecoming weekend at Ivey is all about memories that will last a lifetime. Renewing old friendships and creating new ones. Catch up with classmates, participate in learning opportunities and reconnect with the School! All alumni are welcome, with special celebrations for classes ending in '2 and '7.

**Event Details**

**Date & Time:** Sep 28, 2007 12:00 AM to Sep 30, 2007 05:00 PM [Canada/Eastern UTC -5]

**Location:** Richard Ivey School of Business Main Campus 1155 Richmond St W London, Ontario Canada N6A3K7

**2007 International Conference on Organizational Learning, Knowledge and Capabilities**

**Event Description**

Building on prior conferences, the theme of the 2007 OLKC conference is *Learning Fusion*. Fusion in the visual arts, literature, and music involves combining two or more perspectives, theories, frameworks, traditions, or styles. A fusion works poorly if it leads to confusion, and works well when (1) building block elements are internally well balanced and maintain their own individual character, (2) elements within one framework draw out and accentuate the distinct sounds and flavours of the other, and (3) the whole combination results in a unique experience that is more than, and different from what can be achieved by each framework.

**Event Details**

**Date & Time:** Jun 14, 2007 08:00 AM to Jun 17, 2007 01:00 PM [Canada/Eastern UTC -5]

**Location:** Richard Ivey School of Business Ivey Business School/Executive Leadership Centre 1155 Richmond Street London, ON Canada N6A3K7

**Registration Dates:** Jun 08, 2007 12:00 AM

**Event Coordinators:** Penny Pong +14162072866 or \$1 941 2111 +85296

**Registration Fees**

Registration Fee	Price (CAD)	Spence Reservations
PRD Workshop - June 13 & 14, 2007	\$90.00	Yes
PRD Workshop - NO ACCOMMODATION	\$40.00	Yes
OLKC 2007 Conference - Jun 14 - 15, 2007	\$900.00	Yes
OLKC Conference - NO ACCOMMODATION	\$700.00	Yes

Information contained in the publication has been obtained from sources considered reliable, but is not warranted by GiftTool.



## About GiftTool

GiftTool is a trusted provider of affordable, multilingual hosted e-commerce solutions for businesses, nonprofits, and member-based organizations. GiftTool offers fully branded solutions that can be easily integrated into an organization's operations with little or no technical expertise required.

Founded in 1999, GiftTool provides online shopping, event registration, membership management, e-newsletter, surveys and donation solutions to organizations across Canada and the United States. GiftTool's modular functionality allows organizations to purchase only the solutions they need, conveniently adding new functionality when they require it.

GiftTool's diverse client lists include the Canadian Parks and Wilderness Society, Legal Aid Society of New York, March of Dimes Canada, CHC Helicopter, and the League of Women Voters of California, as well as several political parties.

As one of its many innovations, in 2006 GiftTool revolutionized pledge-based giving with its Pledge-a-thon service, a unique solution for fundraising organizations that enables pledge-takers to host their own branded support pages to track pledge results and tap into personal networks to raise more money and solicit donations from friends and family over the Internet.

## Client Benefits

The key benefits that Ivey has achieved using the GiftTool solution include:

- Consistent branding and customer experience
- Greater convenience, more payment options, and other value-added features
- Better support for its volunteer-run alumni chapters, helping them to deliver greater affinity and networking value through increased event participation
- Streamlined business processes that reduce the workload for staff and chapter volunteers

## Responsive Customer Service

Compared to its competitors, Ivey found that the GiftTool solution had a superior feature set despite the fact that it was significantly less expensive. Ivey particularly appreciates the nimble and attentive service that GiftTool provides. Ivey has a very positive relationship with GiftTool and enjoys the direct input that it has had into GiftTool's product development.

## Decreased Workload

The GiftTool solution has significantly reduced administrative labour through the use of reporting functions and built-in tools such as name badge printout. As a result of this decreased workload, Ivey was able to reduce the number of staff required for Homecoming 2006 administration.

## Increased Event Participation

Event registration and participation have increased thanks to GiftTool making it easier for alumni to RSVP and providing convenient, helpful features such as the ability to automatically add the event to their MS Outlook calendars and to obtain detailed maps and driving directions through integration with Google™ Maps.

## Integration with Legacy Systems

Ivey previously made a large commitment to an extensive alumni management system, which it does not want to replace. GiftTool easily supports these integration efforts through automatable data extracts, which Ivey can import into its legacy system, thereby maintaining a consistent single view of the customer.

## Ease of Use

The GiftTool solution has proven very flexible in adapting to Ivey's needs, and alumni have rated the GiftTool event registration service highly for its convenience and ease of use.

