



customer story

Royal Economic Society

quick read



- The Royal Economic Society (RES) is the professional membership body and learned society for the study and application of economics, with over 3,000 members located in over 70 countries
- An oomi CRM user since 2017, RES moved to oomi for digital services to improve website design flexibility and rationalise suppliers
- Website design enhancement, including implementation of WordPress CMS, achieved within tight deadlines
- Integration of GoCardless to streamline online payment process
- Redesigned and enhanced homepage and member dashboard
- Reduced time spent on administration now spent on member engagement
- Mapping and migration of content optimised to assist resource management
- Journal submissions and subscriptions process improved

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We are delighted with the outcomes and are now enjoying the benefit of having much more flexibility with the website

Cesilia Sinur
Digital Communications Officer



RES has been a customer of oomi since 2017, when it selected oomi CRM to manage its membership activities. In 2023, it asked oomi to provide a new content management system for their website and member portal.

the society

The Royal Economic Society (RES) is a pre-eminent economics association in the United Kingdom. It has been at the forefront of advancing economic knowledge globally since 1890 and has been foundational in building capability and excellence in the profession.

Its 3,000 members are located in over 70 countries, with approximately half of these in the UK. Thousands more engage with the organisation every year via its group and institutional membership programmes and through its journals, events and training, the development of resources, the production of evidence-based publications and guidance, and the allocation of research funding.

rationalise to improve

Cesilia Sinur, Digital Communications Officer at RES explains the motives for moving to oomi for web and digital service:

“We were finding it difficult to make simple layout changes and that was restricting our capabilities to do other things, such as SEO, improve member journeys and manage our ever-increasing content resource.”

When oomi introduced web and digital capabilities to their offering, RES saw an opportunity to move to a more familiar WordPress CMS and rationally have their CRM, CMS and website services in one single supplier.

“We’ve had a great relationship with oomi over the years, underpinned by their understanding of the sector and our specific needs,” says Marie-Luiza De Menezes, Member Operations Director at RES.

working to tight deadlines

Commercial and contract implications mean that the project teams had to work to tight deadlines. Therefore, the focus was on data migration and design enhancements rather than a complete design overhaul. It was also important to improve the online experience and supporting processes relating to membership subscriptions and journal submissions.

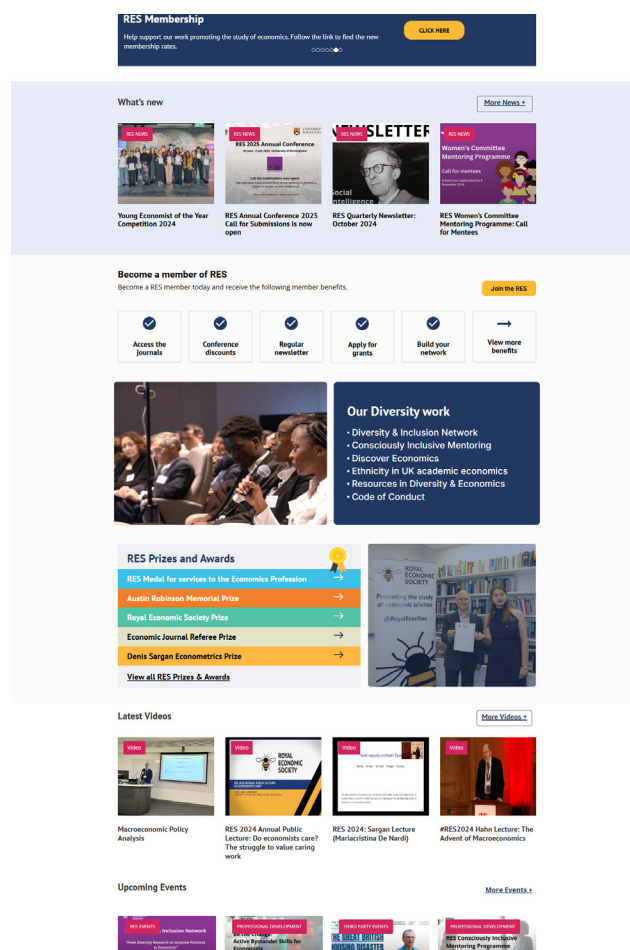
“We effectively had 3 months to deliver this project, which would usually take 4-6 months to deliver,” says Farshad Vahdat, Head of Digital Services, who led the oomi team on this project.

Sinur continues “Our key focus was to have more flexible website design capabilities. We wanted to improve the website homepage, and have a smoother payment journey for RES members and journal submissions.”

The oomi digital services team implemented the WordPress CMS.

“WordPress is a great tool and as the RES team were already familiar with it, it will readily allow them to scale the website,” says Vahdat.

The member joining process got a new interface, and work was done to streamline the journal submissions process. This included the implementation of GoCardless payment system. The members area got a new and exciting dashboard, which provides a more engaging experience than the previous landing page for members.



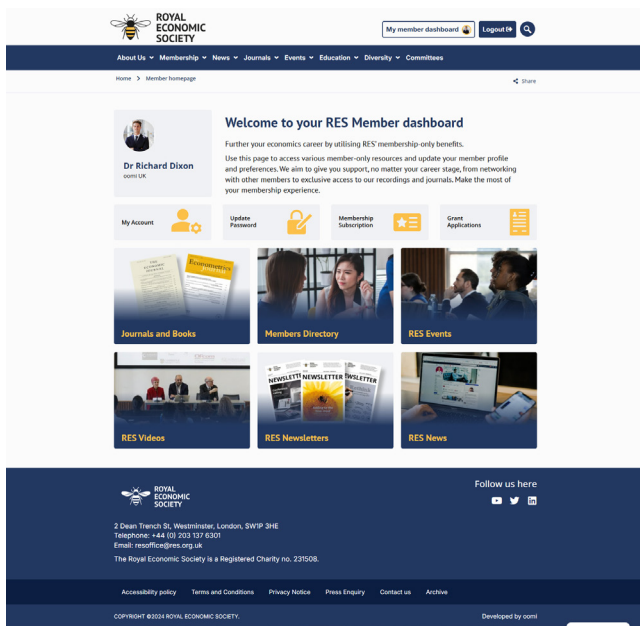
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Marie-Luiza De Menezes
Member Operations Director

the challenge of content migration

A key element of the project was the migration of resources and posts, and ensuring they were properly mapped and designed into WordPress. This was to allow for greater flexibility to categorise and tag resources.

“Performing a content migration from a proprietary system is always a challenge,” observed Vahdat. *“We worked closely with the RES to understand the content and data, and then map and design it into the new system and execute the migration.”*



enjoying the benefits

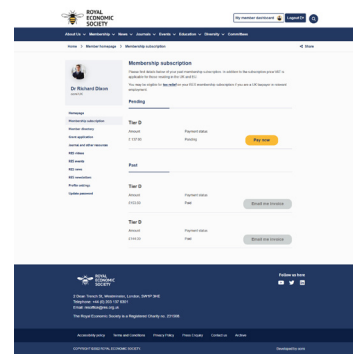
The new website went live on schedule and oomi now provides web hosting services and ongoing support and maintenance.

“We are delighted with the outcomes and are now enjoying the benefit of having much more flexibility with the website design and features via the WordPress CMS,” says Sinur.

“We have experienced better customer service and support and received positive feedback about the RES homepage and member dashboard, and the improvement to the payment system.”

Websites though are all about continuous improvement, and work continues. Recently, oomi implemented enhancements to integrate the editorial system for a second RES journal, which was moved to a paid subscription model.

Marie-Luiza concludes *“Although a challenging project, oomi provided the support that we have come to expect from them and we continue to value them as a key technology partner.”*



find out more

If you want to discuss how oomi can help your organisation, then please contact us.



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for you and your members

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