Enterprise CRM Solution for the National Libray

Hiring organization
Techie Bazaar

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Description

The National Library is one of several agencies within the Department of Infrastructure, Transport, Regional Development, Communications, and the Arts portfolio.

The Library's role, as defined by the National Library Act 1960, is to ensure that documentary resources of national significance relating to Australia and the Australian people, as well as significant non-Australian library materials, are collected, preserved and made accessible either through the Library itself or through collaborative arrangements with other libraries and information providers.

By offering a strong national focus in all that we do, and cooperating with others who share our goals, we support learning, creative and intellectual endeavour, and contribute to the continuing vitality of Australia's diverse culture and heritage.

The Library's long term vision for this project is for a consolidated CRM system solution that enables the Library to govern and protect customer data, and provides the following functionality:

- Membership management
- Donor management
- Event ticketing
- Venue hire & room booking
- Email marketing
- Case management
- Analytics & reporting

The Library recognises multiple opportunities for future development and enhancement of its business capabilities and is seeking a solution that can demonstrate a high degree of scalability to accommodate future growth and changing business needs.

For the purposes of this RFI and associated documents, the term '*customers*' will be used to describe any Library audience member.

Experience

Essential criteria

1. A written response outlining a fit for purpose description, highlighting how the recommended solution will address the Library's problem statements and high level requirements as defined in Appendix A.

2. A written response outlining the sellers capacity and capability. We are seeking implementation partners with a suitably experienced project team who will collaborate with the Library's internal team to provide delivery planning, implementation, testing, ongoing BAU support and maintenance. The project is predicted to be ongoing and increase in scope over time, partners will need to be available to scale with the project and adapt to the Library's needs as they develop.

3. Sellers must be available to provide a product demonstration on the Library's request. Note that the Library is not obligated to engage with all respondents and as such respondents are not guaranteed to receive a product demonstration request.

Desirable criteria

1. A case study or evidence of relevant experience of CRM implementation within government and/or the not-for profit (NFP) space. Experience within the GLAM sector will be highly regarded.