Press Release

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Achiever solution helps Skillset win friends and influence people

Skillset, the Sector Skills Council for the Audio Visual Industries, have gone live with a sophisticated contact management system from Achiever Software.

As the strategic body responsible for skills development in the UK Media Industries, building and maintaining relationships with Government and individuals and organisations connected to the media industry is an essential part of Skillset's role. Achiever was awarded the contract to develop and implement an entirely customised contact management system as it was the only supplier able to meet Skillset's complex functionality and integration requirements.

Developed in Achiever Anyware, the new centralised contact management system replaces 20 disparate databases and enables users to search contacts using its sophisticated search engine function. The system has been implemented across the entire organisation and supports 90 users based at Skillset's headquarters and regional offices throughout the UK.

The new system streamlines the process for managing contacts. It will enhance data capture, reduce duplication of data, and improve both internal and external communications.

Achiever's system design flexibility allows the application to attach several profiles (roles) for each contact, a critical functionality requirement for Skillset. In addition, the system's reporting capability enables Skillset to produce the statistical reports to both help them run their business and produce information required by central government.

Building on the success of the first phase, the system will be developed further to incorporate course information coming in from industry bodies and integrate it with other Skillset systems.

Gary Townsend, Skillset's Executive Director for Corporate Affairs and Organisational Development, is delighted with the outcome. He comments, *"This project has involved a massive amount of technical, creative and intellectual endeavour from both Skillset and Achiever; it's been a colossal undertaking for all of us and represents a real milestone in the development of this organisation."*

About Skillset

Skillset's job is to make sure the UK audio visual and Publishing industries have the right people with the right skills in the right place at the right time so that the industries remain competitive. To this end, it conducts consultation work with industry, carries out public research and produces strategic documents on the challenges that face the industry and how to address them. At a practical level, it gives impartial career advice, runs funding schemes and projects and provides training information.

About Achiever Software

Founded in Birmingham, UK, in 1992, Achiever Software is an established, award-winning developer of Corporate Information Management (CIM) solutions and Customer Relationship Management (CRM) software, with a focus on business process management. Achiever works with the public and private sectors to deliver high quality systems designed to protect an organisation's most valuable asset – information about its customers and markets.