



Press Release

Silverbear Launches Membership Management Solution; Persona

21st January 2010, Guildford, Surrey: Silverbear is proud to announce the launch of their new membership management solution called Persona. This new software solution is a sophisticated tool which will aid associations, clubs, societies and other organisations with membership bases, to manage their membership engagement strategy.

Persona includes a range of technologies, which, pulled together create a sophisticated and flexible membership management solution:

- Persona Membership CRM to manage the overall member data
- Management Information and Business Intelligence to understand your membership clusters
- evocos Event Marketing Solution to aid communication and streamline the management of member events
- A personalised Membership Portal, enabling members to access their personal information at any time and from any location
- Social networking integration, to ensure communication can be transmitted through the appropriate medium

Kate Oxton, Marketing Manager for Silverbear, explains the significance of the solution to member organisations: “In order to retain and grow your membership base, organisations must be able to engage with their community and members – encouraging active participation through the use of the latest technology; this is where Persona steps in. Persona enables organisation to take control over the management of their members – aiding both growth and retention.”

Persona utilises the power of Microsoft Dynamics CRM to help organisations manage member relationships, communications, campaigns and member feedback. Silverbear is a Microsoft Gold Partner and has a long and extensive relationship with the software giant. The membership management solution seamlessly integrates with the Microsoft Office Suite, offering the familiarity and ease of use that users will welcome.





| Persona

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About Silverbear

[Persona Membership Management Solution](#) is part of the portfolio of solutions from [Silverbear Ltd.](#)

Employed within societies and membership organisations throughout the UK, Persona helps organisations to build, define, examine, inform and communicate with existing and potential members.

Contact Silverbear

Silverbear Membership

1 Faraday Road

Guildford

Surrey

GU1 1EA

Telephone: 0800 369 8677

Email: kate.oxton@silverbear.co.uk

