



Success Story

The
Landmark
Trust



BrightGen quickly got to grips with our complex requirements and delivered a comprehensive & robust solution on time & on budget. I am happy to recommend BrightGen because they deliver"

Michca Morris
IT Programme Manager
The Landmark Trust

The challenge

- Replace legacy IT systems that were no longer fit-for-purpose
- Streamline the Trust's charitable and commercial processes

The solution

- Salesforce Sales Cloud, Force.com and custom-built solutions for e-ticketing, third party integrations and user experience functionality
- FinancialForce applications

The results

- 20% uplift in holiday bookings post go-live
- Improved donor insight and fundraising activity

The business

The Landmark Trust is a charity that rescues and restores historic buildings that are in danger. Once restored, they are made available for holidays, so that they can be enjoyed today and preserved for future generations. The Trust has around 200 buildings in Britain, one in Belgium and several in Italy and France.

The challenge

Landmark Trust recognised the need to update its outdated database and customer facing website. They needed a flexible solution and an implementation partner that could help them manage their donor information and online holiday bookings more effectively. This was considered a major project for the Trust, as they knew that by improving its fundraising and holiday booking processes, the charity could focus more of its time and money on its core objective: its ongoing mission to rescue extraordinary buildings.

The solution

Salesforce Sales Cloud was the basis for the implementation. Upon this, BrightGen built customised solutions to fit the Trust's business requirements and objectives.



BrightGen developed the holiday booking system on the Salesforce1 platform. Custom solutions were built to integrate both the website and the payment processing system with Salesforce, allowing customers to search for properties, make bookings, purchase products and make payments. And features such as address checking improve the overall user experience.

Landmark Trust also manages Lundy Island on behalf of the National Trust, which had a different set of requirements to the other properties. They wanted to enable customers to book, pay for and receive tickets for the boat trip to the island. BrightGen developed a bespoke e-ticketing solution that tracked check-in, boarding and disembarkment at Lundy Island to manage its day-visitors.

Migrating data over from the legacy systems was also a requirement of the project. BrightGen successfully migrated existing customer and donor information, property details and all future confirmed bookings. Pricing matrices were also migrated for each property, which automatically updated the price of the property depending on the time of year of the booking.

In addition, the Trust use Salesforce for financial management. FinancialForce was implemented and is used to report how much revenue each property generates and associated outgoing costs. BrightGen managed the integration to ensure that the revenue reporting was in line with Landmark Trust's requirements. Dashboards and reports give the team clear visibility on the performance of each property in their portfolio, which aids informed decision making.

A circular graphic with a grey outer ring and an orange inner ring. Inside the orange ring, the text "20% uplift in holiday bookings" is written in a light orange, sans-serif font.

20% uplift
in holiday
bookings

The result

Following the launch of Salesforce Sales Cloud and the custom booking system, Landmark Trust saw an increase in holiday bookings of 20%. The commercial business also continues to thrive, with more active customers every year.

From a fundraising perspective, the marketing team can now track web activity and marketing communications with its donors. This improved visibility and insight allows the team to develop stronger relationships with its donors and helps build new relationships, improving their overall fundraising activity.

Landmark Trust is a BrightGen Service Management customer and we continue to work closely together on new initiatives that help drive growth and efficiencies for the charity.



BrightGen have a thorough & structured approach but were flexible, adapting to change as required - when issues arose they worked with us to ensure we still hit our targets."

Michca Morris
IT Programme Manager
The Landmark Trust