

Name: The Goldsmiths' Centre

Profile: Conceived in 2005 and opened 2012, The Goldsmiths' Centre is a hub for jewellery, silversmiths and allied trades, as well as the public. Located in Clerkenwell, an area of central London long associated with silversmiths and watch-making, the Goldsmiths' Centre is a purpose-built development providing workshop space, conference facilities, a café and a venue for exhibitions and events.

Challenge: The business was using a CRM 2013 on-premise solution that needed to be upgraded. This coincided with The Goldsmiths' Centre's current server infrastructure approaching end of warranty. The Goldsmiths' Centre CRM upgrade also required specific functions focusing on ticketing and membership integration.

Solutions: Microsoft Dynamics 365

Industry: Charity



TSG REAL SUCCESS: THE GOLDSMITHS' CENTRE

"The Goldsmiths' Centre's Microsoft Dynamics CRM is core to our charity's day-to-day business operations. TSG supported us successfully to upgrade our CRM to the latest version. The team also helped us to improve business workflows and reduce labour-intensive administrative tasks through the successful integration of CRM with our e-ticketing and membership module, Digitickets. We look forward to working with TSG in the future to further improve our system."

- Karine, Deputy Director



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