



Case Study

Transforming the Future - CIOB's Digital Relaunch with Project Apollo

ABOUT CIOB

The Chartered Institute of Building (CIOB) enhances the quality of life in built environments through management, leadership, education, and development in the construction industry. Since 1834, they have set industry standards, ensuring safety and guiding government planning. They train future construction leaders with cutting-edge technology and expertise, providing resources and qualifications.

The CIOB adapts to changes to protect people, heritage, and the environment, supporting mental health and preserving built history. They also engage in research and innovation, promoting sustainable practices and fostering a culture of continuous improvement. By collaborating with global partners, the CIOB influences policies and practices worldwide, ensuring that the construction industry remains resilient and forward-thinking.

STRATEGIC GOALS

In the CIOB's current 5 year corporate plan, running from 2023-2028, the headline aim of the plan is to make modern professionalism in construction management widely aspired to and increasingly a reality across the industry.

The Institute's new CRM, Portal and Digital Transformation project was seen as a critical enabler to help deliver this.

The high level ambitions of the Corporate Plan are as follows:

- To showcase the financial and social benefits of modern professionalism in construction commissioning, management, and delivery.
- Increase individual and corporate clients valuing CIOB membership in procurement practices.
- Deliver a modern experience to all stakeholders.

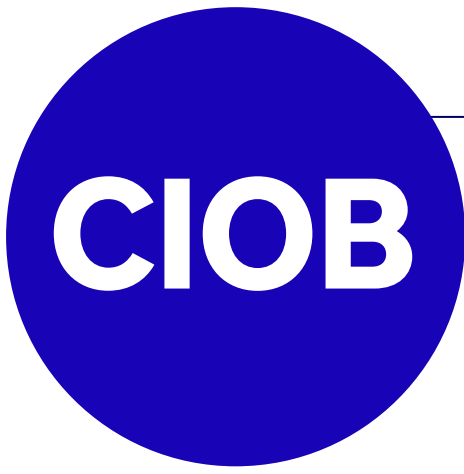
The Institute initiated a procurement process for a high-quality CRM and portal to provide a modern experience for all stakeholders.

The project's goals for implementing a new digital solution were to:

- Enhance member and user experience with seamless access to personalised resources
- Deliver process efficiencies
- Utilise out-of-the-box solutions when possible
- Identify a trusted long-term supplier

"Bluelight's consultants have demonstrated an excellent understanding of CIOB's needs and have injected life and excitement into the project"

Joanna Quirk
Chief Operating Officer
Chartered Institute of Building



In April 2023, the CIOB issued a tender for a new CRM system and an integrated portal. The implementation phase began in January 2024, and the project successfully went live at the end of October.

Considering the project's size, this accomplishment was significant. The strong resources and flexibility of both the suppliers involved and the Institution's well-resourced and flexible project team contributed greatly to this success.

The internal name for the project was "Project Apollo."

THE APPROACH

The project aimed at overhauling the core legacy systems of the CIOB was incredibly ambitious and marked a significant transformation for the organisation. The success of this initiative relied on a cohesive and collaborative approach.

- **Ambitious Overhaul:** The objective was to significantly update and enhance CIOB's foundational systems.
- **Collaborative Approach:** Involvement of multiple partners collaborating with the core project team at CIOB.
- **Multi-Skilled Team:** CIOB appreciated the importance of providing a versatile team to ensure business readiness and meet the needs of technology partners.
- **Dedicated Support:** CIOB formed a dedicated team, with support from Intercloud9, a consultancy specialising in helping membership organisations bridge the gap between business needs and technology.
- **Aligned Implementation Plan:** Bluelight worked diligently with CIOB to develop a comprehensive plan encouraging open and transparent communication.

The customer engagement in the project enhanced Bluelight's ability to improve processes across various business areas. CIOB representatives maintained an openness to change and promptly communicated with Bluelight consultants, which helped ensure speedy and accurate delivery.

THE OUTCOME

The most important outcome was that the solution went live on plan. CIOB had contingency plans ready for their crucial October go-live, but none were required.

"Bluelight is a fantastic bunch!
It has been a real pleasure
working with them all –
awesome!"

Tillat Kadri
Data & CRM Operations Manager
Chartered Institute of Building

Alongside delivering a far better digital technology solution to CIOB, there were other benefits to CIOB's IT estate, namely:

Efficient Data Migration

Successfully migrated a substantial volume of data to SharePoint, reducing storage costs.

Effective User Training

Provided necessary training and support, ensuring users were comfortable with the new system

Delivery of Standard Functionality

BlueCRM was already a feature-rich standard product which enabled CIOB to meet its goals and simplify support and maintenance for users and the technology partner