

CREOTEC



Challenge

The Association of Licensed Aircraft Engineers was founded in 1990 to establish the professional status of its members and to regulate relations between members of the Association and their employers. The Association's website plays an increasingly important role in achieving both these objectives. The old site however was not up to the task. It was difficult to update and not able to cope with the evolving demands and requirements of the Association. As a result, members were simply not using it, and the management of the Association was costly and inefficient. The Association turned to Creotec.

Solution

We were quickly able to understand the issues facing the Association and establish their requirements for the new website. We recommended using a content managed system, enabling easy and regular updating of information and handing back management control to the Association. The site had to be completely re-designed to better reflect the professional status of the Association. A key feature of the new website is the on-line store that enables members to easily purchase their log books and individual work pages. The log is an authenticated record of the member's work record and vital to their career progression. There are a number of additional features that help to encourage improved use of the site by members such as forums for members, including secure areas for employers and members to discuss issues confidentially. Individual profiles, news bulletins, questionnaires, photo-galleries all help to encourage regular visits to the site by members. The site was completed in 3 weeks, including the migration (and validation) of members from the old to the new system.

Positive Change

The new website has been an unqualified success. The Association now has over 7000 members and is still growing geographically, its log book is now the de-facto log book worldwide and 80% of new members register on-line. The new site allows for a far more efficient management of the Association in terms of subscriptions and orders, and Creotec continues to host and support the site.

