Flight

The new standard in CRM and workflow software

Developed by

blue wren

What if you could end the headache of an incomplete and inefficient process?

Simply by replacing it with an easy-to-use solution?

Call for a free demo: 01772 823 734

Flight is for you if...

You want to use software to grow your business.

But choosing the right option is confusing and stressful.

You don't want to sink time and money into the wrong solution.

And end up with a generic, one-size fits no-one platform.

You're already using a CRM to track some processes.

But have to muddle it together with other tools to build a make-do solution

And even if you've found a solution that might do everything.

You need a responsive customer service team who'll make it work for you.

The truth is…

You'll never find "off-the-shelf" or enterprise software to solve your workflow problems without investing hundreds of hours and vast sums of money.

Why?

Because they aren't built with your training and events business in mind.

You're too small for an enterprise solution.
Too big for Microsoft Excel.

…it's time to think again.

Introducing Flight from Blue Wren

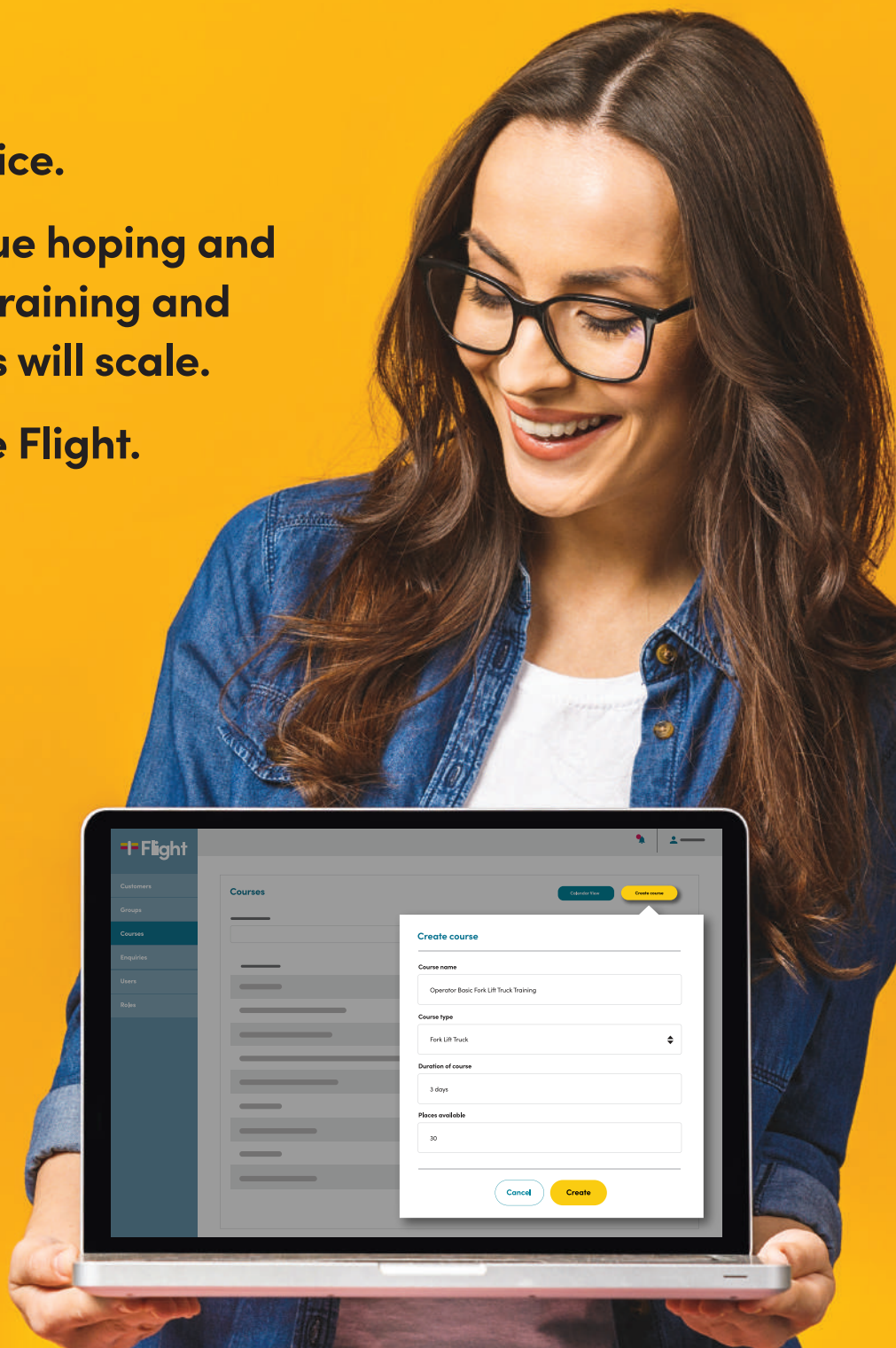## Software to scale your training and events business

www.bluewren.co.uk/takeflight

You have a choice.

You can continue hoping and guessing your training and events business will scale.

Or you can take Flight.

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Why Flight?

- ✓ Specifically designed for your business

- ✓ Eliminates work-arounds and awkward add-ons

- ✓ Proven to increase efficiency and profit

- ✓ Supported by a UK-based customer service team

2.5 days — Saved admin time

↑ **30%** — More leads

↑ **15%** — More sales

↑ **25%** — More profit

12 months — Return on investment

Based on statistics supplied by our existing customers.

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An intuitive, cloud-based solution for training and events businesses

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Feature rich software

Track bookings
Monitor bookings and assess event viability to ensure courses are profitable

Book venues
Allocate locations to courses and delegate communications will automatically be updated

Manage demand
Allow delegates to join waitlists for oversubscribed courses and be notified when new places become available

Create event templates
Save time when creating new courses by grouping core information into a template

Send notifications and alerts
Notify users, bookers and delegates throughout their journey

Automated tasks and actions
Help your team meet deadlines with automated tasks reminders straight to their dashboard

Build intelligent workflows
Customise rule-based workflows to guide customers through their purchase

Manage documents
Attach certificates and joining instructions that auto-populate with delegate information

Integrate with existing tools
Integrate with your other software tools, such as Xero, to gain extra time savings

Access rich analytics
Access key performance information and understand how your business is performing

Manage resources
Assign instructors to courses, avoid booking conflicts and maximise availability

Monitor performance
Understand how and where your team is spending time to optimise performance

What happens when you take Flight?

In-person configuration and support through launch and beyond

Map

STEP ONE

We meet with you to get to know your business, produce a process map and complete your Flight specification sheet to ensure your configuration is perfect for your business.

Configure

STEP TWO

Now we know your specifications, we configure your Flight. You'll have access to a test application to ensure everything works for you.

Launch

STEP THREE

Once you're happy, we take your existing data and migrate it into Flight. When that's done, you're ready to board! You'll get access to your brand new Flight system.

Support

STEP FOUR

Our dedicated customer service team is on hand to support you. Whether it's tutorials or requests for additional functionality, we want to enhance your Flight experience.

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Who are Blue Wren?

We're a software company in Lancashire specialising in CRM and workflow management solutions.

We've worked with many training and events businesses, tailoring Flight to make their lives easier and more productive. So they can stop trying to do it all and focus on what's important.

"We're passionate about creating positive change through intelligent software solutions. Flight helps you reach your potential."

Michael Lough, MD, Blue Wren

www.bluewren.co.uk/takeflight

"Blue Wren shaped Flight to our exact requirements. They helped refine our processes and have saved us countless hours on admin tasks."

Helen Bowland,
Ainscough Training Services

"Flight gives me all the information and tools I need to run my events business. It's helped us work on the business, rather than in it."

Alison Wignall, Nugent Sante

Flight

"The first event we ran using Flight from Blue Wren was the best, most profitable event of the year."

Richard Ellis,
Business Network Preston

Take Flight

**Book a free demo
01772 823734
bluewren.co.uk/takeflight**