

CASE STUDY: The Institute of Telecommunications Professionals (ITP)

For 120 years, the Institute of Telecommunications Professionals (ITP) has been the UK's leading membership body for telecommunications and digital-technology specialists. The ITP have a broad remit covering areas such as professional mentoring, training programmes, events and industry-leading publications.



The ITP plays an important role in the telecommunications industry. They work with organisations, individual members and industry to promote industry-wide standardisation, develop the knowledge and skills of their members, represent their members' interests across the industry, and shape the future of telecommunications.

However, outdated systems and heavy manual processes were holding them back. To modernise operations and improve member experiences, the ITP partnered with VeryConnect to implement a flexible membership platform. This has enabled them to automate tasks, reduce their administrative work, and provide their members with a more valuable experience.



"With the VeryConnect platform, our members can quickly access resources and download them straight to their phones - it makes everything so much more accessible."

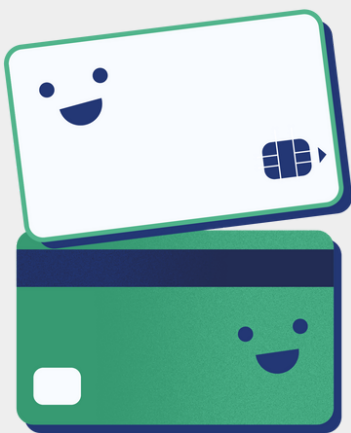
Charlotte Goodwill, CEO, Institute of Telecommunications Professionals



Challenges

Before moving to VeryConnect, the ITP faced several significant challenges with their membership management system:

Manual Payments and Invoicing Took Up Valuable Time



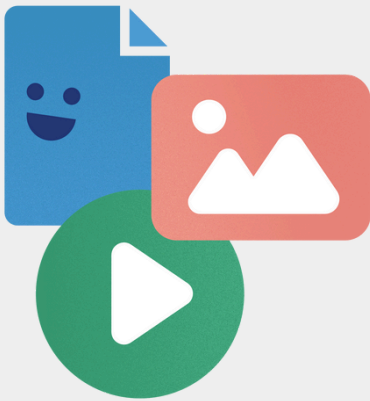
The ITP's previous application process was hindered by a lack of payment automation. After submitting a form, applicants were reviewed for eligibility, and then payment was manually requested. The delay between application submission and payment requests often caused applicants to drop out, wasting staff time. Renewals for existing members were also handled manually, with invoices sent individually. The process created a constant administrative burden, reducing the team's capacity to focus on higher-value member activities.

Resource Intensive Manual Mentoring Process

Pairing mentors and mentees was a manual process. Participants submitted responses via Microsoft Forms, and admins assessed them against their needs and capabilities before manually matching and presenting each mentee with three mentor options. Once a mentor was selected, ITP staff arranged the initial mentor-mentee exploratory call. While the process worked, it was more time-intensive and less smooth for members than we would have liked.



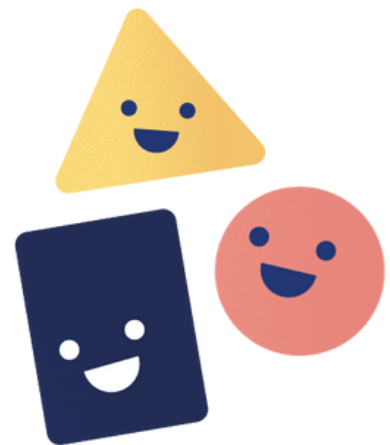
Disconnected Member Experience



The ITP's previous system lacked a central portal, making it difficult for members to access resources or connect with peers across the community. The user experience was limited, and staff expressed that it did not reflect the expectations of a professional body in the technology sector. Internally, staff also faced challenges accessing essential member data. They were unable to filter members by location, career stage or sector, restricting the ITP's ability to tailor communications, support career development, or form meaningful partnerships.

Limited Control and Slow Adaptation

The ITP's previous membership management system offered little flexibility. Staff were unable to make timely updates, and even small changes required external support. This lack of control created frustration and held back the ITP's ability to respond to member needs or evolve its digital offer.



"Mentoring used to be a very manual process, now the VeryConnect platform automates all these tasks. Applicants are now given three mentor options, they choose who they'd like to connect with, and they arrange their first meeting directly. It removes the manual admin work, making the experience much better and more accessible for everyone involved."

Charlotte Goodwill, CEO, Institute of Telecommunications Professionals

Solution

VeryConnect worked closely with the ITP to deliver a membership platform that replaced their outdated system with modern, configurable tools. The new platform removes unnecessary manual work, simplifies their key processes, and improves member access to benefits.

Our Approach

We worked closely with the ITP team to shape a platform that reflects how they operate. Every phase was delivered with clear priorities, starting with high-impact areas like member payments and applications.

The project focused on removing manual processes and giving staff more control. We configured the platform to meet day-to-day needs while creating space for future developments.

Why Our Way of Working Was a Good Fit



With complex needs across membership, mentoring, and events, the ITP benefited from VeryConnect's phased and collaborative approach. We worked closely to address immediate operational needs while building a foundation that supports future initiatives like events and learning programmes. By phasing delivery, the ITP team was able to implement new features at the right pace, with the reassurance that the system worked in the way they had intended.

At every stage, challenges were met with practical solutions, giving the ITP confidence that their platform could grow and adapt alongside them.

Results

The move to VeryConnect has brought clear and immediate improvements for both the ITP team and its members:

Payment Automation Has Significantly Reduced Admin Work

Applications are now processed at the point of payment. Not only does this improve cash flow and reduce the delay for the applicant, but it also gives staff reassurance that the applicant is genuinely interested in membership.



Additionally, for existing members, renewal requests are now automated, with invoices generated directly through the platform. This reduces repetitive admin and helps the team maintain a consistent renewal cycle without manual effort. With less time spent on admin, the team is better placed to focus on member support, events, and programme development.

Mentoring Automation Has Improved the Processes for Admins and Members

Mentoring workflows are now fully automated, with mentees and mentors matched using a configurable algorithm on the platform. Manual tracking and phone calls are no longer required. The algorithm takes into account various factors, giving each participant a shortlist of relevant, high-quality matches. Once connected, mentors and mentees manage their own journey through the platform.

The result is a more structured and accessible mentoring experience for members, and significantly less admin time spent managing the process behind the scenes.

A Member Experience That Reflects the ITP's Professional Standards



ITP members now access their benefits through a dedicated portal. Event bookings, mentoring, learning resources, and downloads are all in one place. The searchable member directory makes it easier to connect across the telecoms community, and updates are shared through a central newsfeed with a monthly digest, keeping communication clear and consistent.

For staff, the shift has made a real difference. Member data is now structured and reliable. The team can filter by location, career stage and sector, allowing them to deliver more targeted communication.

Control That Matches the Pace of the Sector

The ITP team now manages their own platform without having to rely on external support. Admins across departments handle communications, content updates, and day-to-day membership tasks without delays. Features like role tagging, note tracking, and access permissions enable the ITP team to work more efficiently. More of the team is now involved in member management, and changes no longer depend on one or two individuals. The ITP now has the ability to keep content current and deliver a membership experience that reflects its role in a fast-moving sector.

An Ongoing Partnership

The ITP's VeryConnect platform is live, with a phased rollout continuing across mentoring, events and learning programmes. Our collaboration will continue as the ITP builds out exciting new offerings for its members.

As the ITP moves into its next chapter, it now does so with a modern, adaptable membership platform that will support its staff and community for many years to come.



"VeryConnect has transformed the way we work. Both our employees and members benefit from a system that does so much for them and makes everything more efficient, leading to a much better experience overall."

Charlotte Goodwill, CEO, Institute of Telecommunications Professionals

ITP's membership platform helps their team save time and better engage their members. [Get in touch](#) to see how we can help you do the same.

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