



Kick

Dynamics case study

The Royal College of Anaesthetists

Modernising Membership Management

The Royal College of Anaesthetists (RCoA) is the professional body for anaesthesia in the UK, representing over 26,000 members. With a growing need to modernise and better support its membership, RCoA embarked on a project to replace its legacy system with Subscribe360 - a modern, Dynamics-based membership platform.

Why change was needed

RCoA's previous system was outdated, costly to maintain, and heavily reliant on manual processes. Siloed data and a lack of integration limited the College's ability to offer the seamless, digital-first experience members increasingly expected. A more flexible, efficient, and future-ready platform was needed to improve engagement and streamline operations.

What was delivered

The implementation of Subscribe360 focused on five key areas:

- / **Data Migration:** A full migration from RCoA's legacy membership database, including data cleansing and GDPR-compliant mapping to ensure accuracy and integrity.
- / **Systems Integration:** Subscribe360 was integrated with RCoA's training and CPD platforms, providing a joined-up experience for members and enhancing access to learning history and professional development.
- / **Automated Renewals:** Membership renewals were fully automated - covering notifications, document delivery, and payment tracking - eliminating a time-consuming manual process.

- / **Direct Debit Payments:** Integration with GoCardless enabled secure, automated fee collection, improving cash flow visibility and reducing admin time.
- / **Enhanced Member Portal:** A new portal powered by APIs gave members real-time access to their information, self-service updates, and direct integration with College systems

The results

RCoA has seen a clear shift in efficiency and service quality since moving to Subscribe360. Key membership processes are now automated, data quality is vastly improved, and members benefit from a more personalised and accessible experience. The College now operates on a scalable digital platform, with the flexibility to evolve as needs change.

Looking ahead

This project marks a significant step in RCoA's digital transformation. With a modern foundation in place, the College is better positioned to engage its membership and meet strategic goals in a dynamic digital landscape.

“Subscribe360 is a great base product and Kick did a sterling job of mapping our processes, improving on them and wrapping the resulting functionality into the core with no unwieldy bespoke code or workarounds. They strike the right balance of solid underlying design principles with an Agile pace and flexibility in development, this has kept things safe and predictable while allowing us to evolve and innovate our digital offer.”

**Aaron Woods / Technology Strategy
Programme Director**