

Arizona Small Business Association

CASE STUDIES



The Arizona Small Business Association (ASBA) is a dynamic, growing community dedicated to entrepreneurial development and business advancement. ASBA offers services at every stage of business growth. Their Entrepreneurial Accelerator provides professional leadership mentoring coupled with on-demand access to business training. ASBA is Arizona's leading, and most experienced, trade association.

Maximizing Efficiency, Eliminating Redundancy

Prior to implementing YourMembership.com's membership management software, ASBA ran an antiquated system in which double-entry of member data was part of the accepted work flow. They knew

in order to keep up with the growth and increasing member needs they required a more efficient solution. But they didn't want efficiency to be costly either. ASBA found a solution that wouldn't cost them tens of thousands of dollars. They discovered tools that would help them streamline their processes in a timely and cost-effective manner.

ASBA researched the available offerings in order to maximize their return. ASBA's growing member community lent itself to creating an interactive, online community. Allowing members to communicate (and do business) with one another regardless of geographic location or time constraints would foster continued community and member growth. They recognized the potential of such a tool as not only a revenue generator, but also an engagement and retention feature as well.

ASBA used this system implementation as an opportunity to maximize efficiency and eliminate potential sources of error such as duplicate entry in member updating. A robust AMS integrated into their online community and social networking efforts would meet both ASBA's business needs and provide an interesting social and professional outlet for its members.

Since implementing the YourMembership.com AMS and social networking solution nine months ago, ASBA has added more than 600 new members, their retention rate has increased and monthly log-ins continue to be at an all-time high. The amount of processing time staff had previously allocated to new memberships and membership data maintenance has been cut by 2/3.

Continuous Development

Each year, YourMembership.com typically rolls out 150-200 product updates and enhancements.

ASBA wrote recently, "There is not a week that goes by that new updates aren't made by the YourMembership.com team that in turn make our lives a bit easier and create more opportunities for us to serve our members. I tease my staff that it's like Christmas morning when I receive my 'Adminergy' e-newsletter with the list of new updates each month."