

MRA Association Management Solutions

CASE STUDIES



Founded in 1901, MRA is a not-for-profit employers association whose sole goal is to help businesses succeed. They partner with more than 4,000 employers and are, in fact, the largest employers association in the Midwest.

The Situation

MRA Association Management Solutions is part of a parent association that already had a sophisticated, high-end CRM package in place. As MRA explored using this package for the associations they managed, it became clear that in addition to being quite costly (for additional licenses) it was simply too complicated. MRA sought a cost-effective, easy to implement, easy to use solution – and found YourMembership.com.

Membership Goal

MRA's primary goal was – at first glance – simple and straightforward: to make an important client happy and save the relationship.

Results

Within two months of launch, the association client that MRA was most concerned about made it clear they were very satisfied with YourMembership.com. Mission accomplished.

The Solution

Because MRA had an existing, viable solution in house, they went through an extensive analysis and cost/benefit justification process, as well as considering other custom and off-the-shelf solutions.

With extensive experience in CRM, association management and technology – MRA was able to evaluate and consider the entire YourMembership.com solution including its social media functionality, technical architecture, customer support track record and the company's financial health.

MRA admits, when they started the process, it seemed unlikely they would choose to deviate from the path set by its parent organization, but upon investigation it became clear that YourMembership.com was the right path for MRA's association management area.

Favorite Thing

"It's a tie: either ease of use, or the constant innovation. With regards to ease of use, this is true for both our association management staff and the end users (the members of the associations we manage). Our end users, an older group who are not big web users, have embraced YourMembership.com and tend to figure out how to use the site with little or no assistance. Our administrators also report that they find the system intuitive. And everyone loves the innovation: we have never seen a software company take user requests to heart like YourMembership.com. This makes for a steady stream of meaningful improvements.

"We also have a running joke here that the average response time is 14 minutes. In fact, the average response time exceeds that, but it's not unusual to get an immediate response to a request or question."