

Customer Case Study: British Columbia Association of Clinical Counsellors



BCACC Provides Better Member Benefits with membernation

AT A GLANCE



ORGANIZATION

- Professional Association
- Less than 10 staff
- MemberNation™



CHALLENGES

- Hard Copies of Member Records
- Limited Staff Resources
- Member Frustration
- Manual Directory Searches



SOLUTION

- Automated Event Registration
- Comprehensive Search Capabilities
- Private Online Social Communities
- Global Cloud Platform



BENEFITS

- Members can update demographics online.
- Members can search for counselors using personalized criteria.
- Staff can track and report on search query effectiveness.
- Enhanced data integrity, security, and reporting.

Unique Requirements Caused Frustration

When the British Columbia Association of Clinical Counsellors began the selection process for a new association management system, they had some very specific requirements. In addition to a cloud-based system with world-class customer relationship management, BCACC wanted its members to be able to engage with the organization easily and collaborate via a private social network. After a three-year search, BCACC selected MemberNation by Fonteva. Aina Adashynski, executive assistant of the British Columbia Association of Clinical Counselors, had been searching for new association management software for three years when she learned of Fonteva's innovative solution, MemberNation. "I was looking for perfection," she says as she explains her lengthy search. "The package we had been using was increasingly disappointing us, but I couldn't find a new solution that offered all the functionality we needed."

BCACC Needed a Configurable Solution

BCACC is a professional and regulatory organization with nine staff and more than 2,600 members; it was incorporated in 1988. Members are registered clinical counselors who undergo voluntary regulation by submitting credentials to BCACC. The organization required a database that was robust but flexible and would allow members to upload their credentialing documents and track continuing professional education activities. BCACC also has a public service mission, serving as clearinghouse and connection between members of the public and registered clinical counselors. People seeking a counselor turned to BCACC for help finding someone in their geographic area with the required specialization or expertise. Prior to implementing MemberNation, these searches were conducted manually by BCACC staff.

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- Aina Adashynski, Executive Assistant, BCACC

Configuration, Not Code with Salesforce

Fonteva's MemberNation solution was especially appealing to Adashynski because it is built upon the solid, well established Salesforce platform. That proven track record was reassuring. "I had been approached by companies that had been in business for 10 to 20 years, and by startups with nothing to demo," she says. BCACC worked with Fonteva to configure MemberNation, including functionality around membership applications and credentialing. Now, members can update their personal information, review transaction history, and print their own invoices, freeing up considerable staff time. BCACC can better serve the public with "Find a Counsellor" search function to help public search for counselors using specific personalized criteria. They also demonstrate member value by sharing reports on how often member counselors appeared in search queries. With MemberNation, BCACC enjoys enhanced data integrity, security and reporting.

"I have been so impressed with the speed with which MemberNation's customer service responds to our needs. When you need the help they are there to provide it."

- Marci Zoretich, Communications Coordinator, BCACC



MemberNation is an association management software solution with the features member-based organizations require to develop and nurture relationships, manage events, measure engagement, drive collaboration, and achieve their mission. To learn more about how MemberNation can help you meet your member's needs,

CONTACT US AT INFO@FONTIVA.COM