

Customer Case Study: International Carwash Association



ICA Serves Members by Elevating the Industry with membernation

AT A GLANCE



ORGANIZATION

- Trade association
- Less than 10 staff
- MemberNation™



CHALLENGES

- Small Staff
- 25% Membership Churn
- Legacy Reporting Tools
- Manual Processes



SOLUTION

- Automated Membership Renewal Process
- Online Payments
- Drag-and-Drop Reports
- Global Cloud Platform



BENEFITS

- Staff is free to focus on benefits for the broader industry.
- Membership renewal rates have increased.
- Reporting can be outsourced to staff without technical background.
- ICA can expand events beyond the US.

A Small Team Wears Many Hats

The International Carwash Association (ICA) is the voice of the retail and supply segments of the professional car wash industry in North America and around the globe. ICA's members represent more than 15,000 car washes in nearly two dozen countries, but the association's staff is small, with roughly five full-time employees. This small but mighty team produces the world's largest car wash trade shows and conventions in North America and Europe, administers the industry's leading environmental recognition program, publishes the preferred source of information for the car wash business leaders, and provides a tool for car wash operators to benchmark and compare their business results.

"It was really hard for us to have a lot of faith in our data - that it was accurate and up-to-date."

- Matt DeWolf, Director of Marketing, ICA

ICA Needed a More Efficient Solution

The ICA, like many associations looking to grow their membership base, was looking for a flexible, scalable membership management solution that would help to reduce their 25% member churn rate and allow them to truly become an international association. With few staff members, abundant manual business processes, and complicated reporting structures, ICA's executives often had to spend substantial time and effort on administrative tasks like processing invoices or working on payment and fulfillment. With inefficient, legacy association software, the ICA was unable to focus on their strategy for growing the business.

"Instead of 'How do we get them to join/renew?' we could focus on what the journey was like for members after they join."

- Matt DeWolf, Director of Marketing, ICA

Membership Management Native to Salesforce

ICA knew they wanted a cloud-based solution to replace their on-premises software. Maintaining the legacy database took valuable time away from their members. Selecting MemberNation, 100% native to Salesforce, allowed ICA to not only outsource their software upkeep and maintenance, but it gave them access to Salesforce's ecosystem of 3rd party applications and tools.

ICA was able to automate previously manual tasks through MemberNation and empower members to manage their payments online. Invoicing and membership renewal was automated, and reporting was streamlined. For the first time, ICA could rely on their member data and gather business insights from meaningful reports and dashboards. The global and mobile capabilities allowed them to expand their reach and offer a European tradeshow. With all the time staff saved, they were able to spend time strategizing and serve the broader carwash industry.

"[Fonteva is] developing one of the best platforms in this space... it has all the things we need, with the benefit of being built on the global leader of CRM."

- Matt DeWolf, Director of Marketing, ICA



The International Carwash Association added MemberNation to their team, and was able to free up staff resources to focus on serving the broader industry, rather than scrambling at renewals time. To learn more about how MemberNation can help your organization focus on the bigger picture,

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