

# Customer Case Study: National Investment Company Service Association

## NICSA Optimizes Administrative Processes with membernation

### AT A GLANCE



#### ORGANIZATION

- Trade Association
- Less than 10 staff
- MemberNation™



#### CHALLENGES

- Small Staff
- Inflexible System
- Remote Employees
- Manual Processes



#### SOLUTION

- Automated Membership Renewal Process
- Mobile Access, On-Demand
- Private Social Community
- Global Cloud Platform



#### BENEFITS

- Staff is free to focus on customer service.
- NICSA's president can access MemberNation on the road.
- Paperless event registration.
- Administrative tasks optimized to save weeks of time.

## Inefficiencies Eat Up Precious Time

With remote staff unable to access their current system and processes that would take weeks each year due to an old AMS system, NICSA made the switch to MemberNation. Now everyone can access the system through any internet ready device and they've saved weeks per year with more flexibility and automated administrative processes.

*"We were tired of having to go through our old solution's customer support every time we needed something configured or a new report. Because MemberNation is built on one of the leading platforms in the world, it is so easy to customize our solution to meet our needs. But if we ever need help, they are always available."*

- Lilly Bahmani - Executive Administrative Assistant, NICSA

## NICSA Needed a More Flexible Solution

NICSA's previous AMS was monolithic and didn't allow for much flexibility or personalization. This caused their staff to take days per month processing rolling membership dues.

*"The MemberNation app is straightforward, EASY to use, and the CRM functionality made our choice a no-brainer. It is simply the best option out there!"*

- Michele Liston, Deputy Executive Director, NICSA

## Mobile Membership Management, Built on Salesforce

In selecting a new AMS, NICSA's top priority was identifying a cloud-based solution that could be accessed from anywhere at any time on any mobile device. MemberNation was ideal for meeting this need.

In addition, with limited access to technical resources, it was essential that staff members have the ability to personalize and make changes to the system on their own without having to rely solely on Fonteva. MemberNation was designed to give organizations the freedom to customize the solution to meet their unique needs without incurring expenses for costly upgrades.

*"The Fonteva staff are incredible - smart, friendly, and very customer-focused. They took the time to get to know our business processes and came up with solutions to not only accommodate, but improve, our existing processes. Moving to MemberNation is one of the best decisions we've made."*

- Michele Liston, Deputy Executive Director, NICSA



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 your organization automate processes and become mobile,

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