CASE STUDY

Boosting Marketing Results with CRM for Members

Protech CRM for Members Helps North American Spine Society Boost Marketing Efforts and Achieve Record Annual Meeting Attendance

Eager to forge closer ties with spine-care professionals and increase attendance at courses and special events, the North American Spine Society (NASS) replaced its previous association management system (AMS) with Protech CRM for Members. The new system has helped NASS boost meeting and event attendance, improve data integrity and increase its marketing efforts.

For years NASS struggled with its previous AMS system. Its online process for registering members for courses, events and NASS' annual meeting was clumsy and slow, compelling most members to register by fax instead. Online registration for the annual meeting wasn't even available to non-members; instead, they had to register via fax, mail or onsite at the event. And with non-members often comprising from 40% to 60% of annual meeting attendees, long lines were a common sight at the check-in area. The system also lacked blast email capabilities and didn't allow NASS' marketing staff to target and produce customized emails to individuals or subsets of its membership.

Record-Setting Attendance

CRM for Members has helped NASS vastly improve its event marketing and registration efforts— an improvement Brad Repsold, Director of Information Technology, calls "exponential." Using the system, NASS increased annual meeting attendance by 22% to nearly 4,000, a new record for the organization. How? NASS' marketing staff used the system to create personalized, attention-grabbing email event invitations that encouraged registration by including members' username and password. The system's secure online portal made online registration quick and easy for both members and non-members alike. "The registration process was very intuitive," says Brad. "You just walk through the five steps and you're done." Unlike the past, when registration for NASS' annual meeting had to be shut down weeks before the event to process all the information collected, NASS was able to keep registration open up until the day of the event.

At the annual meeting, long lines at the check-in were replaced by a quick, streamlined registration process. Perhaps no one appreciated the changes more than the NASS staff. In the past, employees had to manually enter thousands of pages of faxed registration information into a database, then manually send confirmations to attendees. By using CRM for Members to automate these processes, Brad estimates that NASS reduced processing times by at least 50%.

NASS
NORTH AMERICAN SPINE SOCIETY

At a Glance

Background

NASS is a multidisciplinary medical organization dedicated to fostering the highest quality, evidence-based and ethical spine care by promoting education, research and advocacy.

Website: **www.spine.org**

Challenges

Previous system was clumsy and slow

Online registration wasn't available to non-members

No blast email capabilities

Additional Benefits of Protech CRM for Members

The software has also helped NASS:

Improve data integrity. In the past, information in NASS' database was often out-of-date and incomplete. Using CRM for Members, NASS has been able to collect better membership information by both allowing members to update their information online and by requesting that members fill out mandatory fields when registering for events online. "With Protech CRM for Members, we've been able to get a handle on what data we had and significantly clean up our database," says Frank Kocich, Director of Marketing and Communications.

Increase relevance of marketing efforts. Using its previous system, NASS' marketing staff had no way to target its email blasts. That meant, for instance, that some members who weren't eligible to take a specific course would nevertheless receive an invitation to it. CRM for Members allows NASS to improve data, segment its membership and better target specialties within the organization. Now, only those members who qualify to attend a particular course receive an invitation to it.

Allow online course registration and product sales. NASS offers books, apparel, patient education brochures, handouts, DVDs, and clinical guidelines for purchase or free to download. It also offers many educational sessions, such as hands-on surgical courses and didactic coding courses. In the past, making sales or registering for courses was done largely by fax or mail. Using CRM for Members, NASS now has a web portal through which it can quickly and securely sell items and accept course registrations in addition to accepting faxes or mail.

At a Glance

Solution

NASS replaced its previous association management system (AMS) with Protech CRM for Members.

Results

Improved data integrity by allowing members to update their information online

Increased relevance of marketing efforts with targeted email blasts

Allowed online couse registration and product sales

Protech Cloud Business Solutions, association management software powered by Microsoft Dynamics CRM. Seamless integration with third-party systems, including email marketing, social networking and collaboration, website content management, and a volunteer management system.

Founded in 1984, Protech combines deep industry expertise and the technical knowledge of numerous on-staff Microsoft Certified Professionals to deliver a robust, easy-to-use, association management software that is Certified for Microsoft Dynamics, with enterprise-level security, a built-in disaster recovery plan, and a 99.9 percent uptime guarantee. Headquartered in Columbia, Md., the company has been repeatedly named to the Microsoft President's Club, received the Microsoft Distinction in Marketing Award twice, is a Microsoft partner with a gold Customer Relationship Management competency, and partners with CenturyLink, Cetrom, Melissa Data, PayPal, ExactTarget, Higher Logic and Engage.

PROTECH
AUTOMATING GOODNESS

www.ProtechAssociates.com

800-310-8813 ext. 2   5457 Twin Knolls Rd, Suite 400, Columbia, MD 21045