

Case Study

GREATER CLOVER CHAMBER OF COMMERCE

Clover, South Carolina
Andrea Maglii, Executive Director
www.cloverchamber.org

An Investment That Led to **MORE TIME**

Andrea Maglii implemented ChamberMaster software soon after accepting the position of Executive Director at the Greater Clover Chamber of Commerce. It turned out to be a smart move, as she now has more time to focus on growing membership and adding programs.

The **CHALLENGE**

In order to create a more positive onboarding experience for new members, Andrea wanted to find a way to get more members to use the features of ChamberMaster. What came next was genius!

The **SOLUTION**

With limited resources and no staff, Andrea asked chamber member and volunteer Tim Zeman to help her come up with a program that would package the chamber's resources to members in a way that would be easy to use.

The result was a new program called "Jump Start," which was created with support from ChamberMaster customer service professionals. It included five areas where members could engage:

- Member Information Center (Connecting)
- Connect on Social Media (Marketing)
- Education Portal (Learning)
- Get Involved (Networking)
- Take Notice (Website and window decals to identify members)

Tim found particular value in live ChamberMaster chat sessions where he could ask questions and get immediate answers. "I have over 40 years of experience working with IT customer service people, and the ChamberMaster team is the best," said Tim. "When I ask a question via live chat, I always get specific answers from very knowledgeable people."

Tim also relied on the ChamberMaster customer service team to make sure the new tool for members included accurate information with easy-to-use applications.

The **RESULTS**

Andrea is grateful for the help of Tim and the customer service team at ChamberMaster. She is confident the five-step Jump Start program will help new and existing members find greater value in the Greater Clover Chamber and increase participation and support of the chamber for many years.