

Case Study

MALVERN/HOT SPRING COUNTY CHAMBER of COMMERCE

Malvern, AR

Jennifer Eubanks, Administrative Assistant

www.MalvernChamber.com

The CHALLENGE The Malvern/Hot Spring County Chamber of Commerce was losing revenue. Their billing system just wasn't cutting it. Signing up a new member was a seven-step process and tracking member payments was cumbersome. But most alarming, tracking member non-payments wasn't even an option with their old system.

Their old system was letting members slide by without renewing or paying. There were even cases of non-dues revenue bills that went unpaid. Some of their accounts were actually still on ledger and paper.

With their previous credit card processing vendor, they couldn't seem to get answers. Credit cards would get denied with no explanation. According to Jennifer Eubanks, the staff would leave a message for the processing vendor and never get a call back. Essentially, "we were paying for something we couldn't use," she said.

Understandably, they were looking for improved payment processing and reporting.

The SOLUTION The Chamber began the process of researching Member Management Software. Jennifer narrowed it down from a number of vendors to ChamberMaster because of a strong reputation, the promise of good customer service, and a reasonable price.

"ChamberMaster explained everything. No matter how many questions I had, they answered them and didn't make me feel dumb for asking. They even gave me tips to help get information to our board. I didn't get that from a lot of other companies," Jennifer shared.

The Chamber looked at other providers, but they didn't have comparable features and generated concerns about customer service.

The RESULTS *"ChamberMaster's GrowthZone Pay feature is so fantastic, I could do cartwheels! It's quick and painless, and it even emails receipts. It was such a smooth transition to GZ Pay, I could run credit cards the same day we started using it."*

{ According to Eubanks }

"The website they produced for our Chamber is terrific. We used to have to submit changes to a webmaster. Sometimes it would take a month to see the update. I can edit the site every day if I want to."

"I have not had one bad experience. Not one."