

Westerville, OH
Janet Davis, President & CEO
www.WestervilleChamber.com

The **CHALLENGE**

As technology changed, the Westerville Chamber's management software solution of 7+ years stayed the same. Broadcast emails to members became difficult and extremely time-consuming. And making duplicate entries into various software programs finally took its toll on the busy staff of five.

The **SOLUTION**

In an effort to increase staff efficiency, Chamber President and CEO Janet Davis took matters into her own hands and researched four alternative software solutions. She wanted something 100% web-based so she and others on the team could log on anywhere. She also wanted a solution that was very intuitive to use so future hires could get up to speed quickly and easily.

The **RESULTS**

Leaving no stone unturned while exploring options, the Westerville Chamber switched to ChamberMaster in July, 2011. Since then, they have seen substantial ROI in terms of staff time saved as well as numerous process improvements. Plus, their members love what the software does for them.

According to Davis

"We clicked instantly with the ChamberMaster staff, the whole company is responsive, right down to the president."

"The conversion of data when we switched was very smooth."

"Billing and reporting is very important to us and ChamberMaster makes it easy."

"We love the dashboard – you can see your membership data at a glance and easily see which programs generate the most revenue."

"We know which members are active and which are not, so we can proactively get the non-active members more engaged to make sure they see a return on their investment."

"We even had ChamberMaster (develop) our website and were very pleased."