

CASE STUDY

The American Ceramic Society



Convenient online
place for member
networking



Exceeded goals
for member
participation



New insights into
member behaviors
and needs

Solutions

Nimble AMS[®]
Nimble Communities

The American Ceramic Society expands member engagement using Nimble Communities

Since 2018, The American Ceramic Society (ACerS) has used Nimble AMS as their association management system. When members of a small division of the society asked for a place to interact and share ideas online, ACerS saw the benefits of offering an online member community for the entire organization.

After researching leading online community solutions, the organization partnered with the Nimble AMS team to pilot Nimble Communities, which allows Nimble AMS customers to set up and host an online member community built on the Salesforce Community Cloud platform. This community functionality proved to be especially valuable when the COVID-19 pandemic hit, allowing ACerS members to connect virtually when in-person meetings were not possible.

“With Nimble Communities, our members are able to easily connect with other members that they didn’t even know were out there. That’s the whole point of being in a professional society.”

Yolanda Natividad,
Member Engagement Manager
ACerS



Challenges

ACerS wanted to provide an online space for members to network, share ideas, and communicate with each other. The team sought an alternative to the dedicated online community solutions available on the market.



Solution

ACerS partnered with Nimble AMS to be the first customer on Nimble Communities, a Nimble AMS-integrated solution built on the Salesforce Community Cloud Platform.



Results

ACerS members easily connect with each other, and staff participates in conversations to gain insights for their member programs. ACerS plans to add more content to make the community the go-to place for information and networking in the industry.

“Working with the Nimble AMS team, we surpassed all of our goals for online community participation. We feel very fortunate that we had Nimble Communities in place when the pandemic hit and members needed a way to connect virtually more than ever before. We’re also excited to think of all that we’ll able to do now with this tool.”

Mark Kibble, Director of Technology
ACerS

About The American Ceramic Society

Since 1898, ACerS has been the hub of the global ceramics community and one of the most trusted sources of ceramic materials & applications knowledge. If ceramics and glass technologies are a significant part of your work, then ACerS is the professional society for you.

40

STAFF MEMBERS

11k+

MEMBERS

70+

COUNTRIES



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