



CASE STUDY

American Composites Manufacturers Association (ACMA)

Nimble AMS Success Story



Integration between Nimble AMS and Crowd Wisdom streamlines certification and credit tracking



Robust reporting and dynamic dashboards offer staff and stakeholders comprehensive management of strategic goals and insightful visualizations



With worry-free and free product updates, staff and members have guaranteed access to the most innovative technology three times a year

Solutions

Nimble AMS
Crowd Wisdom

Increasing efficiency and driving innovation with automation and accurate data

The American Composites Manufacturers Association (ACMA) is the unified voice of the composites industry, providing a seat at the table for distributors, suppliers, and manufacturers of all sizes to gain knowledge, influence, and competitive advantage in the industry.

To drive the composites industry supply chain forward, ACMA supports four member types and offers crucial member benefits like networking, expert advocacy, sustainability, events, certification and training, continuing education, and more.

ACMA staff needed innovative association management software (AMS) that offered automation, accurate data reporting, and increased efficiencies. Discover why ACMA chose Nimble AMS.

“Nimble AMS is a beautiful tool, providing you with everything you need. With mobile accessibility, you can have everything you need in one click. Our membership team loves using Nimble AMS when they travel because they can just pull it up and search whenever they need.”

-Mary Saenz, Director of Customer Experience



Challenge & Solution

Before switching to Nimble AMS, ACMA faced significant challenges with inefficient data due to fragmented systems. Because of ACMA's old systems, manual processes limited member engagement and caused operational inefficiencies. When ACMA decided to change AMS platforms, its implementation occurred during the pandemic, adding additional pressure to ensure the platform met staff and member needs in a timely manner.

ACMA chose Nimble AMS to centralize data management, improve accuracy and accessibility, and enhance member engagement through advanced tools and integrations. With Nimble AMS, ACMA felt empowered to offer personalized member experiences and improve operational efficiencies by automating tasks, ultimately freeing up resources for strategic member engagement initiatives.

About ACMA

The purpose of ACMA is to help composites manufacturers prosper by supporting the industry in delivering composite technologies that make structures more durable, transportation more efficient, and consumer and industrial goods higher performing while minimizing their environmental footprint and supporting the workforce that delivers them.

Results

Since moving to Nimble AMS, ACMA now leverages robust reporting and dynamic dashboards, ensuring all staff have access to insightful visualizations into the status of ACMA organizational goals. With Nimble AMS' extensive accessibility to association-specific reports and dashboards, ACMA senior leadership, committee members, and board of directors can report on numbers easily monitoring renewal revenue, organizational goals, counts, and non-renewal reasons, all at a glance with a comprehensive dashboard.

Additionally, ACMA staff have experienced substantial growth in operational efficiency because of automation. Since automating key membership renewal processes including member communications and ensuring members have all the necessary information for renewal season, ACMA has increased its membership renewal rate by 12%.

By integrating Nimble AMS with Crowd Wisdom, ACMA staff have saved significant time by not having to manually monitor certifications and credits for members. This frees up ACMA staff to focus on hitting its member engagement goals.

With the help of Nimble AMS, ACMA is on track to exceed its member and staff goals, drive its mission, and succeed well into the future.



344
voting members
across the US



Involved in **Congress, Federal, and State** government advocacy efforts to develop and implement legislation, regulations, and other policies to ensure that composites are the sustainable material of preference



Began **Climate Impact Project** to help composites manufacturers reduce the emission of climate warming gases

Learn more about how Nimble AMS can help your organization challenge the status quo and exceed strategic growth goals

Let's chat



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