



CASE STUDY

The International Association for Dental, Oral, and Craniofacial Research (IADR):

Nimble AMS Success Story



Nimble Create enhances the member experience with tools to build quality content with branded, personalized, and information-rich member-facing documents



Staff have insightful visualization into the status of organizational goals with robust reporting and dynamic dashboards



Routine access to the most innovative technology with reliable and worry-free product updates three times a year

Solutions

Nimble AMS
Nimble Create

How robust reporting and data visualization drive organizational goals

For over a century, the International Association for Dental, Oral, and Craniofacial Research (IADR) has represented a variety of members including scientists, clinician-scientists, dental professionals, and students based in academic, government, non-profit and private-sector institutions.

IADR has nearly 9,000 members worldwide, offering official publications, live and on-demand webinars, countless networking opportunities, career advancement resources, grants and fellowships, and more benefits to ensure its members broaden their knowledge and advance the global health community.

With IADR's commitment to scientific excellence, social responsibility, and the scientific community, the organization needed association management software to support its mission and enhance the staff and member experience. Discover why IADR chose Nimble AMS.



"One of the biggest improvements I can see with Nimble AMS is the real-time reporting and the visibility of the dashboards. It's so easy for everyone to view the dashboards from their home page and to see how close we are to meeting our goals."

-Aubrey Palar, Membership Engagement Manager, IADR

Challenge & Solution

Before switching to Nimble AMS, IADR leveraged association management software (AMS) that limited its staff and members. With its old platform, IADR staff struggled to present data in a way that worked for the entire IADR team. IADR needed to present its data in a high-level capacity for executives and at a granular level for other staff. Ultimately with IADR's old system, it proved to be a challenge to highlight organizational data as needed. Additionally, IADR's old system didn't support event registration. IADR had to use a third-party platform to ensure event attendees could properly register.

When searching for its next AMS, IADR decided it wanted a modern AMS platform that worked with Salesforce, the top customer relationship management (CRM) system. IADR chose Nimble AMS to meet its data needs and to enhance the experience of both its staff and members.

Results

Since moving to Nimble AMS, IADR has greatly valued the user interface, finding it to be intuitive and user-friendly. With Nimble AMS, built on Salesforce, IADR can leverage powerful reports and dashboards to track and present its data. Now with Nimble AMS, presenting IADR data to different staff members or stakeholders isn't a challenge. With robust reports and dynamic dashboards, IADR staff can ensure all stakeholders can easily check in to see the progress of organizational goals. This feature has greatly improved the staff user experience.

Nimble AMS has also improved the member experience by saving time with event registration. Nimble AMS leverages screen flow through Salesforce Flow Builder for incorporation within online registration, empowering members to register for themselves. IADR staff are proud to report they also received member compliments about the Nimble AMS interface and usability.

By leveraging Nimble AMS, IADR is on track to advance the dental industry, exceed its member and staff goals, and succeed well into the future.

About IADR

The International Association for Dental, Oral, and Craniofacial Research (IADR) is a nonprofit organization with a mission to drive dental, oral, and craniofacial research for health and well-being worldwide. IADR represents the individual scientists, clinician-scientists, dental professionals, and students based in academic, government, non-profit and private-sector institutions.



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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