



How to empower members at your association

Support member pain points with innovative technology

You care deeply for your members—it drives your entire association, defining your strategic mission and goals. Your organization always aims to empower your members, offering an excellent member experience. However, legacy software can make it challenging for your member support team to continually develop new solutions to member problems.

When you leverage modern **association management software (AMS)**, you elevate the member experience through a connected platform, allowing your team to fully support your members.

Here's how:

Seven steps to support member pain points at your association

When you leverage innovative technology at your organization, you can offer excellent member support with the added benefit of more efficient staff. Check out these tips to create an elevated member experience at your association:

1 Website searchability

Do your members struggle to find information on your website? Do they search for details about an upcoming event, but quickly become overwhelmed by too many places to look?

Website searchability is vital for your members because it ensures they can find necessary information about your association. To make your website more searchable, consider adding chatbots to your page, so members can directly ask their questions, eliminating an unnecessary search step. Chatbots will also take the pressure off your employees, freeing them up to attend to other association-related tasks.

TECH TIP

With **Nimble AMS chatbots**, streamline vital aspects of your member services and answer frequently asked questions 24/7. When you answer member questions immediately, you offer a superior experience and make staff processes more efficient.



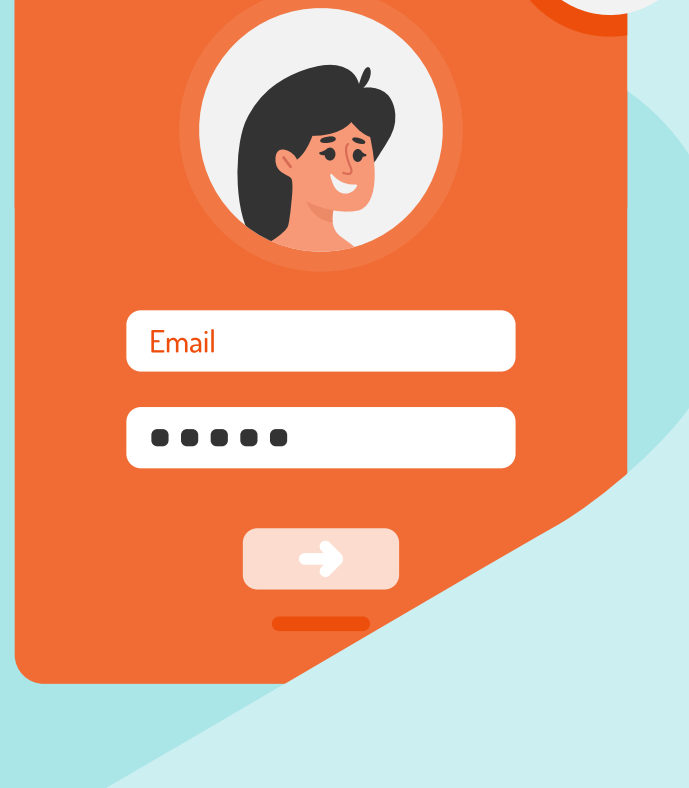
2 Member portal

Do your members have a difficult time logging into the member portal? Do they have to call association staff for assistance in retrieving their login credentials?

Your organization's member portal should be user-friendly, allowing an individual to reset their password as needed, while still ensuring your platform is secure. Save your employees time and effort by investing in modern technology so members can update vital details like passwords, profile photos, and professional information.

TECH TIP

Personalize the member experience with the Nimble AMS **Community Hub**, the constituent-facing member portal. With Community Hub, members can update important information like passwords and profile information, all without involving your busy staff.



3 E-commerce

Do your members browse your association's e-commerce site, but fail to make a purchase? Are you looking for ways to drive non-dues revenue?

Your members desire a modern e-commerce experience. When your association invests in an innovative AMS, you'll be able to offer a superior member experience by personalizing shopping recommendations. You can also boost non-dues revenue by leveraging automated abandoned cart emails, prompting members to return to forgotten purchases.

TECH TIP

With the **Nimble AMS Lightning Store**, your association can drive non-dues revenue while saving staff time. Leverage automated abandoned cart reminders to boost revenue and deliver a positive member e-commerce experience. Adopt the Lightning Cross Sell to highlight related products for members, encourage a personalized shopping experience, and drive even more revenue to your organization.



4 Event registration

Do your members have a difficult time registering for events? Is your association searching for a simplified method to configure and manage upcoming programs?

Adopting a modern AMS will help you streamline your organization's events, simplifying registration for members and management for employees. Modern software solutions will support your association's goals for event programming and in the process alleviate any procedural headaches.

TECH TIP

Choose Nimble AMS to give your association the peace of mind needed for event planning. Staff can leverage Nimble AMS to configure and manage any event, tracking deferred revenue as members register. Members can easily sign up for events through the Community Hub and keep track of future events through their member portal.



With Nimble AMS the **Illinois ASBO** modernized its events registration process and increased events visibility for all members, boosting usability and overall efficiency.

5 Member payments

Is your association looking for ways to improve member payment processes and eliminate staff involvement? Are you searching for a secure method for members to pay through your association website?

Offer your members a variety of ways to pay membership dues, donate to a cause, or purchase a product, ensuring the process is simple to encourage repeat trips. Additionally, look for an AMS to provide PCI-compliant, stored payment options to streamline member payments and eliminate employee involvement.

TECH TIP

Nimble AMS modernizes the member payment process by providing a variety of **flexible, scheduled, or installed payment options**, leveraging One Payment and Express Payment technology. To keep financial transactions secure and boost member trust, Nimble AMS uses PCI-compliant, stored payment options.



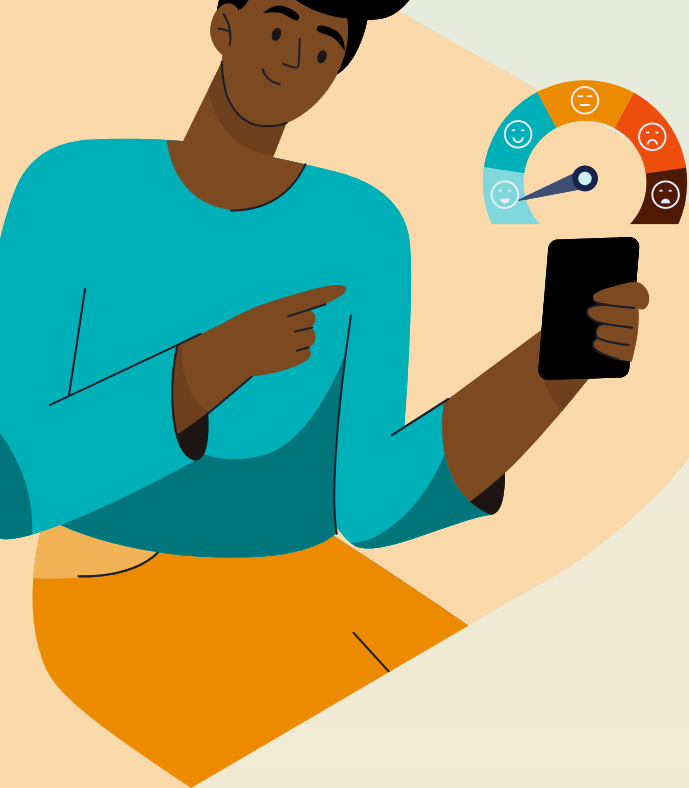
6 Membership structure

Does your current membership structure fail to support a connected member experience? Is your member data siloed or inaccurate?

Ensure your AMS is built to support your association's complex membership structure. Look for innovative technology, built on Person Accounts, that offers **individual, organizational, and hybrid membership** models to meet your specific organization's needs. Without the support of a modern AMS, you run the risk of inaccurate member data, incomplete reports, and duplicate records.

TECH TIP

Nimble AMS, leverages **Person Accounts** to offer membership structures optimized for associations. With Person Accounts, staff can better manage member information, provide unified reporting, and organize both individuals and companies in one convenient location. Offer a connected member experience with Person Accounts and Nimble AMS.



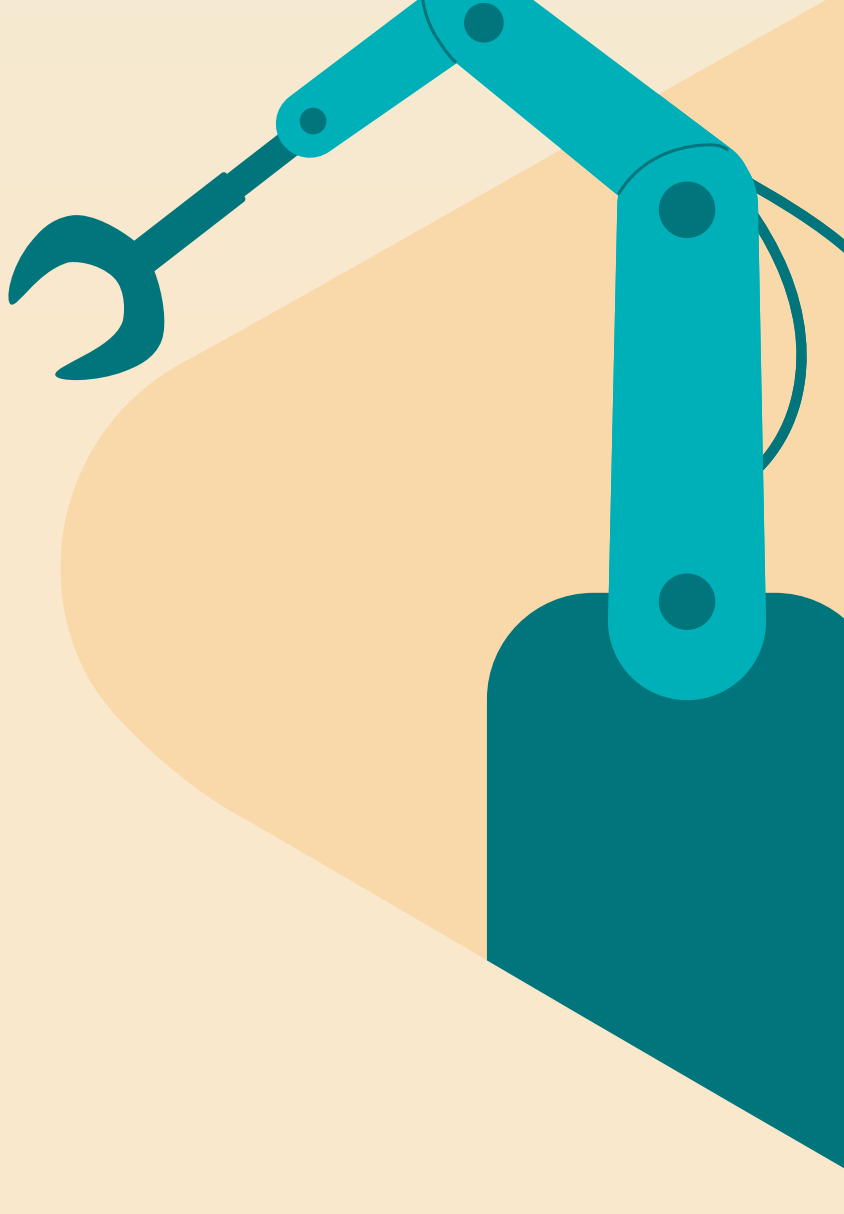
7 Automation

Do your employees invest too much time in routine tasks? Are you looking for ways to improve staff and member processes by leveraging automation?

With innovative technology, you can optimize hundreds of employee processes with automation, improving the overall staff and member experience. Look for an AMS that offers a workflow tool to help your employees create automation with simple point-and-click functionality, rather than code.

TECH TIP

Nimble AMS offers countless ways for your staff to automate membership processes. With the Flow Builder, employees can streamline automation, creating a flow for any organizational issue within minutes. All flows are built with **point-and-click configuration**, so staff won't have to learn to code to automate your processes.



With Nimble AMS, the **American Society for Surgery of the Hand (ASSH)** took innovation to new levels by automating hundreds of processes like member communications, data reports, and analytics updates. ASSH staff from all departments have learned how to build flows and automate manual tasks.

Discover more ways to support staff and members with innovative technology

Are you ready to offer superior member support and eliminate pain points at your organization? Adopt innovative technology, like Nimble AMS, to offer superior staff and member experience at your association, today!

[Learn more](#)

Nimble AMS offers leverage-leading technology designed to empower staff and deliver a superior member experience. Built entirely on the Salesforce platform, Nimble AMS will help you easily manage every aspect of your enterprise association. Expect continuous upgrades, AI and predictive analytics, robust reporting and dashboards, and online communities to advance your association.