

CASE STUDY

NASPA: Student Affairs Administrators in Higher Education



Increased dues revenue and quicker dues collection with Express Payments



Greater efficiencies with automations and intuitive reporting



Smarter decision-making with powerful analytics and dashboards

Solutions

Nimble AMS
Salesforce Platform

Boosting revenue, saving time, and making smarter business decisions with Nimble AMS

NASPA is an association that represents people who work in the field of student affairs in higher education. The NASPA team had been using association management software (AMS) that was highly customized for their complex membership structure. In fact, the system was tailored to such an extent that it broke every time their software vendor upgraded the product. To make matters worse, the vendor offered poor customer service.

NASPA decided they needed a new solution that:

- Was built on the Salesforce platform
- Could easily handle complex membership structures
- Offered excellent customer service and support
- Was provided by not just a technology vendor, but also a partner that helps customers reach their goals

“If someone asked me if they should switch to Nimble AMS, I’d tell them to do it in a heartbeat. It’s the best decision I’ve made in my position at NASPA.”

Courtney Patterson,
Senior Director, Information Management and Constituent Experience, NASPA

The organization found what they were seeking, and more, in Nimble AMS. Nimble AMS is easier to use and allows NASPA to automate many manual processes. It is highly configurable, helping NASPA increase revenue by better aligning members with the correct membership type, yet it doesn't break during upgrades. Nimble AMS provides deeper insight into data, helping NASPA make more informed business decisions, and a client experience team that is dedicated to NASPA's success.



Summary

NASPA was using a cumbersome, highly customized AMS solution that frequently broke and offered poor customer service. They switched to Nimble AMS, which is easier to use, more flexible and configurable, and gives the NASPA team greater insights into membership data.



Challenges

NASPA's old AMS solution was holding them back. It was difficult to use, and often broke during product upgrades. When they looked to their AMS vendor for help, they were met with a poor customer experience. They decided to move to an AMS system built on the Salesforce platform. They also needed a solution that could handle their complex membership structure and ensure members were selecting the correct membership type, not just the least expensive option. And, they wanted a better customer experience.



Results

Using Nimble AMS, NASPA has:

- Increased dues revenue by better aligning members with the appropriate member type and sped up the dues collection process with Express Payments
- Improved efficiencies by automating and simplifying processes in multiple areas, including membership renewal and membership reporting, cutting monthly membership reporting from a three-day process down to two hours
- Gained greater insights into their membership data, using advanced analytics to make more informed business decisions

“Moving to Nimble AMS has made my job so much easier. It also gives us more insight into our data to help us make better business decisions. The product is so flexible, and there's so much we're able to do ourselves. At the same time, the service we get from the Nimble AMS team is unmatched – it feels like we have a whole extra team behind us.”

Courtney Patterson, Senior Director, Information Management and Constituent Experience, NASPA

About NASPA

NASPA is a nonprofit association that represents administrative professionals and students who work in the field of student affairs in higher education.

15k
MEMBERS

1,2k+
INSTITUTIONS

100s
OF RESOURCES
FOR THE FIELD OF
STUDENT AFFAIRS



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