

From Manual Processes to Automation

Amplify Alliance Australia's 90% Decrease in Admin Time and Enhanced Member Engagement

OVERVIEW

Amplify Alliance Australia (formerly Jobs Australia) is a national association supporting the largest network of not-for-profit organizations delivering human services in Australia. For over 30 years it has empowered communities by helping NfPs amplify their impact.

PROBLEM

Before implementing iMIS, Amplify Alliance struggled with clunky membership management, manual and time-consuming processes, as well as fragmented data across five separate systems.

Their old system struggled to handle organisational memberships, creating difficulties in managing contacts and member services.

Tasks like renewals, event registrations, and membership applications were prone to errors and consumed valuable time. The organization relied on manual Excel spreadsheets, limiting their ability to generate accurate, timely reports.

Additionally, poor communication and outdated member information contributed to low engagement, particularly in a sector with high staff turnover.

AT A GLANCE



INDUSTRY

Peak Body for Employment Services Organisations

SOLUTIONS

iMIS

MEMBER SIZE

30,000+

WEBSITE

www.amplifyalliance.org.au

PARTNER



“ iMIS’s advanced features allow us to better segment and target our communications so we can enhance our member engagement. ”

- Digital Marketing and Communications Coordinator at Amplify Alliance

THE IMPACT



90%

**Decrease in
Administrative Time**



99%

**Decrease in Renewal
Process Time**



80%

**Fewer Systems
Needed**

SOLUTION

Amplify Alliance, in collaboration with their Authorized iMIS Solution Provider Causeis, implemented iMIS to address the organization's challenges in managing its large, diverse membership.

Automation of tasks like renewals, event registrations, and communications enhanced efficiency, while advanced features improved member engagement through better segmentation and targeted outreach. The system also consolidated data into a single reliable platform, providing real-time insights for data-driven decisions. This transformation made Amplify Alliance more efficient, responsive, and member-focused.

- ✓ **Increased Engagement:** Members enjoy easy access to resources, events, and the ability to update their own info.
- ✓ **Reporting and Dashboards:** Moved from manual spreadsheets to automated dashboards.
- ✓ **Job Board:** Introduction of a new jobs hub within the member portal.
- ✓ **Data Consolidation:** Data from 5 separate sources was consolidated into a single source of truth.

“ *The implementation of iMIS allowed Amplify Alliance Australia to consolidate data from multiple sources into a single, reliable system, eliminating inefficiencies and ensuring a seamless flow of information across the organisation.* ”

- Digital Marketing and Communications Coordinator at Amplify Alliance