

Electrifying Member Engagement

How EA's iMIS Automations Reduce Staff Time and Boost Impact

OVERVIEW

The Electrical Association (EA) supports electrical contractors, engineers, and their employees by offering education, workforce development, lobbying, and industry resources.

The organization's mission is to provide essential tools and services to its members, including continuing education, safety training, and industry publications.

PROBLEM

Before implementing iMIS, EA struggled with inefficient manual processes and outdated systems. Data management was a significant challenge, with staff spending hours reconciling information and manually handling tasks like course registrations and member updates. EA also lacked robust marketing automation capabilities, which limited their ability to engage members effectively.

The association's small staff of 11 full-time employees found it challenging to manage the needs of thousands of members. Without proper automation and integration, processes were slow, and members faced delays in accessing services, including online courses and certifications.

AT A GLANCE



INDUSTRY

Electrical Trade Association

SOLUTIONS

iMIS, TopClass

MEMBER SIZE

370+ member companies

WEBSITE

www.electricalassociation.com

PARTNER



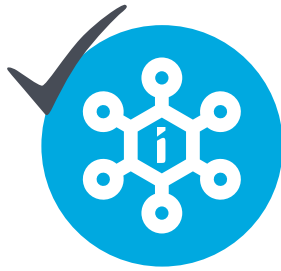
“iMIS has been a game-changer for us. We try to automate as much as we can through iMIS. My first thought with any new or existing process is always, 'What can I make iMIS do for us so we don't have to do it?'”

- Director of Education at the Electrical Association

THE IMPACT



Improved Member Experience



Single Source of Truth for Member Data



Enhanced Automation and Workflows



Increased Efficiency with Manual Task Reduction

SOLUTION

The Electrical Association, in partnership with enSYNC, created a tailored iMIS implementation to fit their needs, streamlining operations and enhancing member engagement. iMIS allowed them to automate key processes, centralize member data, and integrate seamlessly with other key tools for marketing and continuing education. By leveraging iMIS, EA reduced staff workload and was able to provide members with faster, more reliable access to their services.

- ✓ **Process Automation:** Automated reminders for expired licenses and marketing emails significantly reduce manual work.
- ✓ **Improved Member Access:** Members can update their information and register for courses online, receiving instant access to resources.
- ✓ **Centralized Data Management:** Real-time updates ensure accurate member profiles and seamless integration with external systems.
- ✓ **Marketing Integration:** Easy integration with key platforms enable targeted campaigns based on member activity and data.

“ With iMIS, we can automate so much and focus on the bigger picture. Automating processes like reminders for expired licenses has saved us countless hours of manual work. It’s made our small team far more efficient and has completely changed how we operate. ”

- Director of Education at the Electrical Association