

# Building a Single Source of Truth

*LCI's Data Accuracy and Member Engagement Boost with iMIS*

## OVERVIEW

The Lean Construction Institute (LCI) is a non-profit organization dedicated to promoting lean construction principles within the built environment, aiming to eliminate waste and improve efficiency in the design and construction industry.

## PROBLEM

Before adopting iMIS, LCI relied on multiple systems to manage operations, creating data silos that limited effective member service.

Separate platforms for email marketing, event registration, and membership management made it challenging to access accurate data, engage members, and execute targeted campaigns.

The fragmented systems also resulted in inconsistent data, creating inefficiencies in LCI's small, 10-member staff team. LCI needed a solution that could integrate all member-related activities, improve data integrity, and allow for real-time engagement tracking.

## AT A GLANCE



### INDUSTRY

Professional Trade Association for Design and Build Environment

### SOLUTIONS

iMIS, TopClass

### MEMBER SIZE

360+ corporate members  
20,000 individual contacts

### WEBSITE

leanconstruction.org

### PARTNER



*“ With iMIS, we’ve streamlined so many processes. Our team can now quickly access accurate member data, run targeted campaigns, and manage events — all in one place. It’s made our operations smoother and more effective. ”*

- Manager of Strategic Partnerships at Lean Construction Institute

## THE IMPACT



**Reduction in  
Data Errors**



**Faster Inquiry  
Response Time**



**Enhanced Event  
Management**



**Enhanced  
Member Engagement**

## SOLUTION

LCI chose iMIS as its Engagement Management System, gaining a centralized system to manage member engagement, events, and communications. The robust platform replaced LCI's fragmented systems, unifying data to improve accuracy and enhance member engagement.

LCI can now create automated targeted, data-driven campaigns, and integrate with key platforms like WordPress, GoToWebinar, TopClass, and more for a seamless member and staff experience.

✓ **Integrated Email Marketing:** LCI replaced manually updated external tools, enabling data-driven and automated drip marketing campaigns.

✓ **Enhanced Member Hub:** Members can now access an integrated Member Hub to view and update their profiles, and view exclusive content.

✓ **Streamlined Event Management:** iMIS allows the management of registrations, attendance tracking, and post-event follow-up all in one place.

✓ **Data Integrity and Access:** iMIS consolidated LCI's data, ensuring accuracy and reducing the time staff spent on maintaining records.

*“Implementing iMIS has been transformative for our team. We now have a single source of truth, making it easier to support and engage with our members. The data integrity and streamlined operations have been game changers for us.”*

- Manager of Strategic Partnerships at Lean Construction Institute