

# SSAAQ's Journey to Operational Excellence

*Saving Time, Costs, and Enhancing the Member Experience with iMIS*

## OVERVIEW

SSAAQ is a non-profit organization supporting recreational shooters and promoting the safe and responsible use of firearms in Queensland, Australia. They operate under strict state and national legal regulations, making data security and compliance critical.

The association also runs multiple related businesses, including dealerships and recreational facilities; adding complexity to its data management and operational requirements.

## PROBLEM

Member renewals, updates, and transactions were processed manually via phone, mail, or through a stand alone national website. The system's inefficiencies caused major delays in data processing and led to duplicated efforts, creating a significant administrative burden.

These challenges were further exacerbated by rapid member growth, which placed even greater strain on their already stretched operational capacity.

SSAAQ knew that by managing their own membership database and having full control over their operational processes, they could better serve members and ensure compliance with Queensland's regulatory environment.

## AT A GLANCE



### INDUSTRY

Non-Profit Social Organization

### SOLUTION

iMIS

### MEMBER SIZE

79,000+

90 branches across the state

### WEBSITE

[www.ssaaqld.org.au](http://www.ssaaqld.org.au)

### PARTNER

**integr8**tiv

“ We're responsible for every bit of information we move and need to ensure no one else has access to that...we knew iMIS was the way go. ”

- President at SSAAQ

## SOLUTION

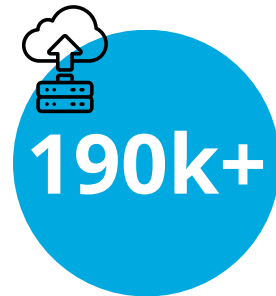
SSAAQ selected iMIS as their platform and the system was implemented and live within just three months with the support of their Authorized iMIS Solution Provider Integr8tiv, as promised to their board.

SSAAQ's swift transition to a fully integrated, cloud-based platform has not only improved member satisfaction and operational efficiency but also resulted in significant financial savings for the organization.

### Key outcomes:

- ✓ **70,000+ members** now have real-time access to their personal data, membership status, and the ability to update details or renew memberships online via the new member portal
- ✓ **Payments instantly processed directly** into the Queensland bank account via iMIS Pay, reducing delays and increasing operational efficiency.
- ✓ **Instant real-time reporting** so staff no longer need to wait on other branches for data transfers, and reports that once took hours are now generated in real-time.
- ✓ **Substantial savings** by bringing the system in-house, SSAAQ has saved tens to hundreds of thousands of dollars each month in fees that were previously paid to the national organization for data management.

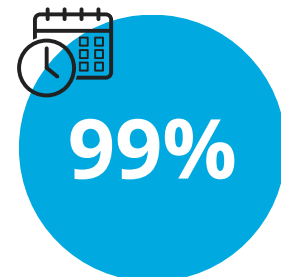
## THE IMPACT



**Contacts Successfully Migrated + Millions of Historical Activities**



**Of Transactions Conducted Online**



**Decrease in Transaction Delays**

“ *Member feedback has been great. They can now go into their profiles to change their contact details and subscriptions by themselves. Before, it was all done manually via phone with SSAAQ staff.* ”

- President at SSAAQ