

MemberSuite Use Case: Customer Success Manager

MICHIGAN SOCIETY OF
ASSOCIATION EXECUTIVES



How MemberSuite's Customer Success Manager Helps the Michigan Society of Association Executives Maximize the ROI on Their AMS

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- Denise Amburgey, CAE
Chief Financial Officer of the Michigan
Society of Association Executives



About MSAE



The Michigan Society of Association Executives (MSAE) is the association for associations in Michigan. Their mission is to ensure a knowledgeable, professional, and successful association community. MSAE's Certified Association Executive (CAE) exam prep course is known across the nation and around the world for its high success rate.

MSAE's Customer Success Manager: An Invaluable Resource

"I can't say enough about our Customer Success Manager at MemberSuite. I value her so much,"

said Denise Amburgey, CAE, Chief Financial Officer of the Michigan Society of Association Executives (MSAE). Denise isn't the only client who raves about their Customer Success Manager (CSM). Since launching this free service a few years ago, clients have reported increased productivity and satisfaction with their MemberSuite software.

MemberSuite assigns a dedicated CSM to each client. There's no fee for this service because it's essential to a successful long-term partnership. The CSM works with their client throughout the year to make sure they're getting the maximum possible value from their AMS investment.

Denise's CSM is the MSAE expert at MemberSuite. Her CSM also serves as MSAE's advocate and voice to the rest of the MemberSuite team. The CSM delivers client feedback to the product development team and facilitates any support issues.

Regular Communication Helps the Customer Success Manager Understand MSAE's Existing and Future Needs

After implementing MemberSuite, MSAE's dedicated Customer Success Manager had a weekly call with Denise and her team, getting to know the association, its operations and processes, and its business needs and goals. Now, Denise, along with Ryan Handy, CMP, Association Community Manager, have a monthly call with their CSM.

"Our CSM knows MSAE. She understands what we need out of the MemberSuite software and how it can help us go forward—that is huge," said Denise. *"With our old system, the vendor who provided support was there when we had problems but we didn't have anyone dedicated to us who really got to know us and our needs."*

During these monthly calls, they review support ticket statuses.

"The most important thing about this relationship is the communication. Our CSM knows how MSAE uses MemberSuite. She can explain things to the support team and get things taken care of for us."

The CSM also makes sure the software is still meeting MSAE's current business needs. They also talk about any process changes on the horizon and future business needs so MemberSuite can do its best to deliver functionality that will meet those needs too. The product feedback that the CSM gets from Denise and her team helps to guide the MemberSuite roadmap.

As MemberSuite's Functionality Grows, the CSM Helps MSAE's Knowledge Grow Too

The CSM provides advice on best practices and shares examples of how other associations with similar operations handle processes. *"Our CSM showed us how to clear credits on accounts—this has really cleaned up Accounts Receivable. She also showed us how to investigate an account. Besides really knowing us, she really knows the system and what to look for."*

As MemberSuite's features and functionalities grow, the CSM makes sure MSAE's knowledge and ability to use the software grows too. The CSM keeps MSAE updated on new software features and fixes, and identifies any training that would benefit Denise and her team. For example, MSAE will soon receive training on the Awards and Competitions module.

MSAE is known in the association community for its excellent Certified Association Executive (CAE) exam preparation course in addition to their extensive portfolio of educational

programs for association professionals. Learning is an essential element of their organizational culture, so it's not surprising that Denise is a big believer in training.

She puts money in the budget each year for refresher training. *"We don't know what we don't know,"* she said. *"MemberSuite is so robust that every week we find out things we didn't know about."*

Denise quickly added, *"Don't get me wrong. MemberSuite is not that complicated, it's just robust. There's so much you can do, and if you don't know that, then you're probably doing things right now that are taking you twice the time that they should."*

You get more out of your AMS when you have a technology partner who is dedicated to your association's success, and having a learning mindset, like they do at MSAE, certainly helps too.

To learn more, visit
[MemberSuite.com](https://www.membersuite.com)

MemberSuite is the premier software and services provider of association management solutions. Purpose-built for the nonprofit market, MemberSuite harnesses the power of the cloud to deliver scalable, enterprise-class solutions that enable organizations to accomplish every activity they need to serve their constituents.

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