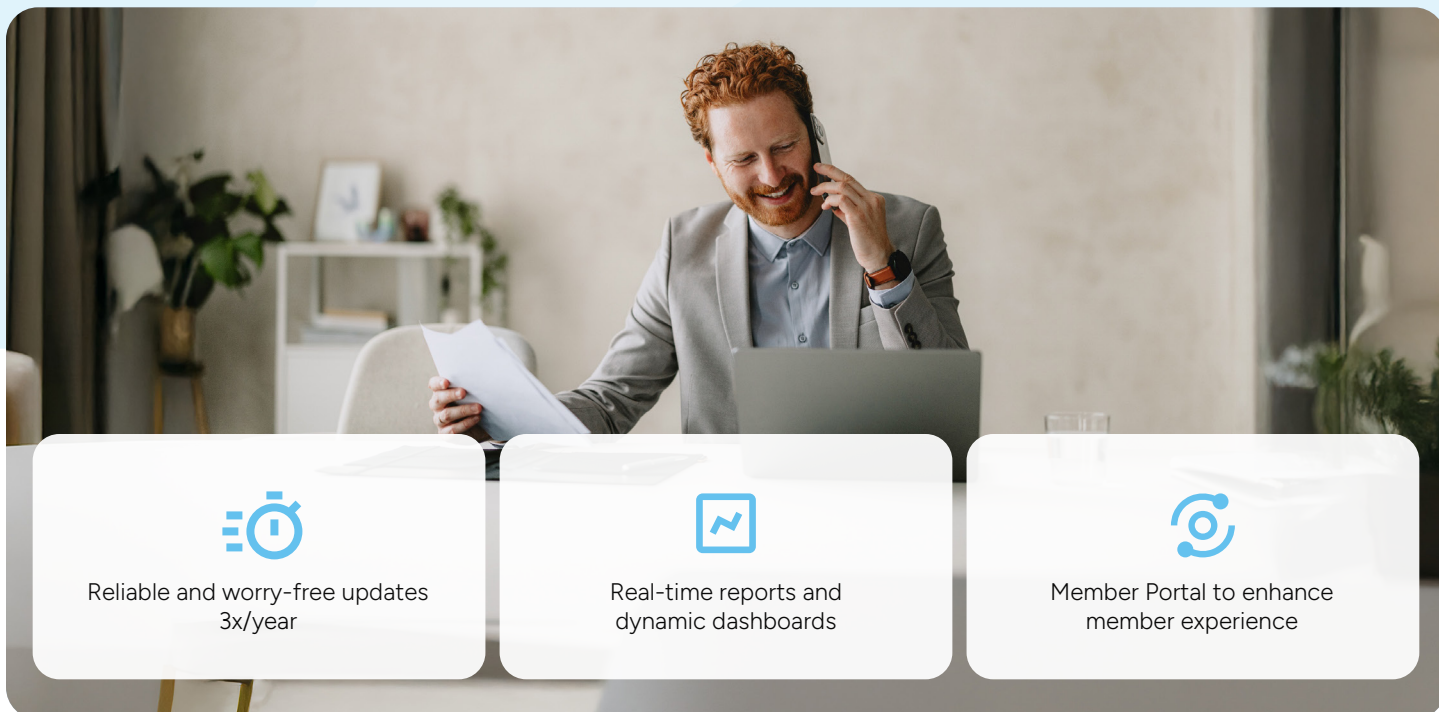


Nicsa transforms operations and member engagement with Nimble AMS



In 2019, Nicsa, a trade association for the global asset management industry, had been using their Salesforce-based association management software (AMS) for six years. They eventually had to upgrade it as part of an initiative to integrate all of their technology platforms.

When they discovered they would have to pay the same price as a new customer just to upgrade to the latest version of the product, they recognized an opportunity to implement a solution that better met their needs. They chose Nimble AMS for a modern solution that includes:

Products Used



- ✓ Easy configuration to address their specific processes
- ✓ A modern member-facing portal to deliver a great member experience
- ✓ Regular upgrades so they always have the latest technology at no additional cost
- ✓ A positive vendor relationship for help when they need it

Challenge & Solution

Nicsa was stuck on an outdated AMS system. They had no ability to configure the system without having to go to their AMS vendor for help and often being charged an added fee. The organization needed a system that would help them work more efficiently while always staying on the latest version of the product.

Nicsa worked with the Nimble AMS team to migrate to the modern, easy-to-use Nimble AMS system, which is backed by excellent customer service.

Results

By moving to Nimble AMS, Nicsa now has a modern system with regular upgrades included so they will always be using the latest technology. Nicsa also saw immediate improvements, including the ability to more easily configure the AMS to meet their needs, and the ability to save time through easier-to-use navigation. They also enjoy a friendly and approachable customer service experience.

“Our old AMS system was outdated. It was difficult to configure and use, and we didn’t feel like a priority to our vendor. With Nimble AMS, we now have a fresh, modern, updated system that’s much easier to use. And, the Nimble AMS team has been so transparent, patient, and human from the get-go. We have never felt like we’re a number or a sales goal.”

Allison Walsh, Vice President of Marketing, Nicsa

About Nicsa

Nicsa is a not-for-profit trade association striving to connect all facets of the global asset management industry in order to develop, share, implement, and advance leading practices. For over fifty years, Nicsa has aligned industry participants through formal education programs, interactive forums, networking opportunities, and initiatives such as the Diversity Project North America and the Blackwell Scholarship.

100%

of system updates delivered automatically,
3x a year, at no extra cost

12,000+

members and 175+ member firms with
optimized member satisfaction

Immediate

improvements in staff efficiency and
system configurability

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