

Case Study

GREATER HOUSTON LGBT CHAMBER OF COMMERCE

Houston, TX

Corey Allen, Treasurer

www.houstonlgbtchamber.org

The **TRANSITION FROM CHAMBERMASTER TO GROWTHZONE CHAMBERMASTER EDITION**

When it began operation in 2016, the Greater Houston LGBT Chamber of Commerce selected ChamberMaster member management software to get off the ground. Since then, the Chamber has continued to grow, and has expanded its services to provide opportunities for accelerated economic growth, education and networking, collaboration and partnerships, leadership development, and advocacy/policy.

Impressed by the sophisticated features of the original ChamberMaster platform, Chamber Treasurer Corey Allen put his years of accounting and auditing experience to work and made the decision to transition to the even more robust GrowthZone ChamberMaster Edition.

According to **COREY**:

What features of the new edition caught your eye?

I was struck by the new design of the website and membership portal. We have a successful marketing team and we needed a website and membership portal to match.

How has the new edition helped you with member management?

Member management is even easier because the membership directory is enhanced with business categories. Also, "Hot Deals" are more accessible on the website, and there are expanded member profiles and opportunities for our corporate partners to list multiple locations.

How has the new edition helped you improve member services?

We're now able to identify and implement creative new ways for member-to-member referrals to help with new business development. Members can also easily share their profiles, business info, email, and social media to expand their exposure.

Tell us about how you offer automated monthly member payments via credit cards (GrowthZone Pay).

We have monthly subscription plans, which continue to be more and more popular each month. With the GrowthZone transition team's assistance, we successfully automated our billing, which has been a significant process improvement.

How did the transition go?

The transition was very successful and had the full team's support. From the product team to the project management team to the website team, I was happy to report to my board that we successfully completed our early adoption of GrowthZone.

What do your members and staff like most about the new edition?

Our members and staff like the new look and ease of navigation with the new platform and website. They absolutely love the new directory and business categories, which streamlines finding other members to do business with.