ChamberMaster vs Excel
An Unequal Battle

Spreadsheets Aren't Enough:
8 Ways Member Management Software Will Rock Your World

Most chambers use member management software (MMS) to manage their data, process joins and renewals, track finances, cultivate member engagement, and streamline tedious tasks. However, some do not.

According to research, 17% of chambers still use Excel spreadsheets or do not use membership management software.

At a glance, Excel seems to have its advantages. It's known by employees, easy to use, and most chambers already have it. However, the advantages are offset by many limitations.

8 WAYS CHAMBERMASTER BEATS EXCEL

1. IT'S BUILT FOR CHAMBERS

Excel: Designed for the masses to be used as a spreadsheet to crunch numbers – not as an MMS. Plus, Excel isn't designed to be shared and accessed by multiple people.

ChamberMaster: Designed specifically for chambers of commerce and the challenges they face every day. It provides a central hub for information, and it updates in real time.

2. IT SAVES TIME

Excel: Allows users to analyze data and perform calculations, but requires much more manual data input and manipulation to perform everyday tasks.

ChamberMaster: Provides a more efficient and robust way to input, analyze, and interact with data. Users can find information faster and make critical decisions that better serve members and improve processes.

Consider the true cost when you have to purchase multiple third-party systems to do everything a good MMS can do.

3. IT ALLOWS REAL-TIME REPORTING

Excel: Data analysis and reporting are painful and time-consuming because Excel doesn't provide automated reports. You can enter data and manipulate it by copying, pasting and sorting, but it's cumbersome and tedious for generating reports.

ChamberMaster: Offers real-time reporting on financials, membership, events, communications, projects, sales, and more. It's also easy to access your data with reports.

4. IT PROVIDES ANYTIME, ANYWHERE ACCESSIBILITY

Excel: You can share Excel files with a shared folder, but real-time collaboration, input, and access on the go are nearly impossible.

ChamberMaster: Available when and where you need it. ChamberMaster is cloud-based, so your entire team can access the same information from any computer or mobile device in real time whether they're in the office, working from home, or on the road. It also includes a mobile app so you can view notes, register and check in event attendees, process event payments, and more – all from your mobile device.

5. IT SUPPORTS MEMBER ENGAGEMENT

Excel: Excel allows you to manually track your member engagement activities because you can log the information into your spreadsheet(s). However, that's where it ends. What about tools and resources specifically for your members?

ChamberMaster: With ChamberMaster chambers master the art of member engagement by empowering their members. Let your members collaborate, register and pay for events, view and pay invoices, update their profile information, post jobs and events, and more – all online in the members-only info hub.

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6. IT DELIVERS EASY WEBSITE CONTROL

Excel: Separate steps and tools are required to make changes to your website or update it with information from your spreadsheets.

ChamberMaster: Manage your website from the same place you manage your chamber data. Reduce data entry and programming time with web content that integrates data from your ChamberMaster software.

7. IT BRINGS PEACE OF MIND

Excel: Security can be an issue. An additional tool is required to backup Excel files. When multiple copies of the same spreadsheet are maintained throughout an organization, data can easily be lost, outdated, or compromised.

ChamberMaster: All data is saved to the cloud and backed up daily, which is safer, faster, and more convenient for teams to access. Plus, there is a money-back guarantee.

8. IT ELIMINATES COSTS

Excel: Because Excel does not have automation tools, you're often required to purchase additional third-party software. Consider the true cost when you have to purchase multiple third-party systems to do everything a good MMS can do.

ChamberMaster: ChamberMaster has automation tools right in the software, such as email marketing, directory publishing, event management, payment gateway, mobile credit card reader, and a members-only info hub where members can update their profiles, pay invoices, register for events, and access information and resources.

THE VERDICT

There's a reason ChamberMaster is the gold standard for chambers. If you need advanced functionality, there is no substitute. But if you have very modest member management requirements, Excel can help get the job done without much expense. However, when the time comes, your Excel data can easily be imported into ChamberMaster, making it super easy to make the switch!

Wondering how ChamberMaster can serve you better than those countless Excel spreadsheets?

TAKE A PRODUCT TOUR NOW

All data is saved to the cloud and backed up daily, which is safer, faster, and more convenient for teams to access. Plus, there is a money-back guarantee.

About ChamberMaster

ChamberMaster helps chambers of commerce grow and retain membership, engage and inform members and prospects, and streamline tedious tasks.

The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your organization.

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