

## Case Study

### AUTOMOTIVE SERVICE ASSOCIATION - ARIZONA

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#### The CHALLENGE

The Automotive Service Association - Arizona (ASAAZ) was facing a change. Tasked with assuming member billing responsibilities from their national office, they were searching for a solution that allowed for efficient accounting. They also wanted to be able to reach out and increase interaction with local members and maintain a functional database, while decreasing their workload.

With one person running a 200 member association, it was key to find a member management software solution that was easy to learn. The Association Board wanted to ensure that the solution was REALLY going to help improve efficiency, offer more features than their current system, and not require an additional staff member to run it.

#### The SOLUTION

ASAAZ had been using MS Access but it wasn't meeting their needs. They found it cumbersome to set up a billing system in the program. Quickbooks was recommended but it wasn't going to give them tools they needed to communicate with their members.

They considered 2-3 other vendors, went through a couple of demos, and compared pricing and features. They also visited with some other regional directors around the country facing similar problems to find out what they were considering.

#### The RESULTS

Quite simply, after implementing GrowthZone, the association staff can now accomplish more in less time. They like the ease and lay out of the GrowthZone platform, particularly being able to quickly find information. The transition process was smooth. Working with the onboarding specialists was a positive experience—especially when they were explaining what to expect when performing certain functions. ASAAZ pointed out how patient and helpful GrowthZone was when answering their questions.

{ According to Rubio }

***“It’s easier than I thought it was going to be, after a year, things are still going well. As I continue to use GrowthZone, I keep learning new and different ways to accomplish tasks.”***