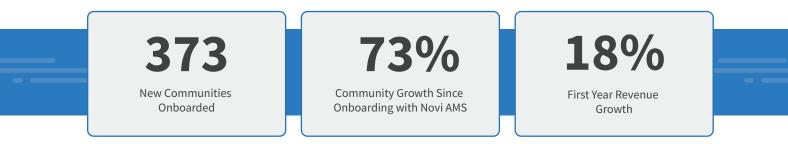# Focusing on the Future

WALA's journey with Novi AMS showcases the transformative potential of an AMS solution built for associations, by associations and to support the unique and integral value that associations provide. By adopting Novi, WALA achieved substantial time savings unlocking a path to remarkable YoY growth and membership benefits. Their experience underscores the importance of selecting the right software to streamline processes, empower employees, and drive long-term success. WALA's use of Novi AMS has redefined its approach to membership management, positioning them for a brighter and more prosperous future.

373	**73%**	**18%**
New Communities Onboarded	Community Growth Since Onboarding with Novi AMS	First Year Revenue Growth

// CHALLENGE
Finding a Better Way

Before implementing Novi AMS, the Wisconsin Assisted Living Association (WALA) faced significant challenges, including duplicative accounting practices and decades of poor record-keeping in their previous AMS, which left little bandwidth to focus on member onboarding and retention. When WALA's AMS experienced a critical failure that left the team without customer support during a conference, WALA knew that something needed to change. WALA reached out to Novi AMS seeking a transformative solution to redefine their membership management processes, foster time efficiency. and support rapid growth.

// SOLUTION
Embracing Positive Change

Kayla Goodall, Manager of Membership Operations at WALA, attests that the organization witnessed a profound shift in its operations and efficiency upon adopting Novi AMS. Immediate areas of optimization include:

Streamlined Automation and Integration: Novi AMS QuickBooks integration automated routine accounting processes, significantly reducing the time spent on reconciliation during renewal seasons and event registrations.

Efficient Membership Application: By adopting Novi AMS, WALA transitioned from time-consuming paper-based membership applications to a fully paperless online system that simplified and accelerated the entire application process.

Improved Ease of Use: Members and prospects could easily apply for or renew their membership online. Helpful notifications signaled the WALA team to review new membership applications and issue approval In one place.

// IMPACT

Creating Time for New Initiatives

While Kayla and the WALA team are thrilled with their Novi AMS experience, they're particularly energized by their newfound bandwidth to focus on member services! The ability to automate routine tasks, integrate with QuickBooks Online, and offer self-service member support has resulted in a significant reduction in time-consuming administrative work—the team saves an average of 5-8 hours a week! Now, WALA has more time to focus on activities that create real impact for their membership, like:

New Member Retention Program: Kayla launched a member retention program, enhancing member engagement and satisfaction, with plans to further develop and expand the initiative.

Expanding Educational Offerings: WALA prioritized learning opportunities for its membership, introducing a new learning and management training program and continuing to offer administrative training with plans for further one-day training opportunities.

Robust Growth: WALA has witnessed substantial growth, adding 373 new communities since 2020, representing a 73% growth from the year they onboarded. The overall revenue of WALA also experienced an 18% growth by the end of 2022 since implementing Novi AMS in 2020.

Fostering a Culture of Sharing with Novi Users: The Novi Exchange (Novi's online customer community) has provided unexpected benefits for the WALA Team.

> *"Novi makes me look good. The Novi Exchange has been very helpful, with good tips and tricks shared by others. The culture of sharing information was surprising but in the best way." - Kayla Goodall*

// SUMMARY

Focusing on the Future

WALA's success with Novi illustrates the impact of association-focused software. By choosing Novi, they have saved time, fueling impressive growth and member benefits. Their experience highlights the importance of selecting the right tools for streamlined operations and long-term success, reshaping their membership management for a brighter future.

> *"During a busy month (around spring or fall conference), sometimes just entering transactions and basic accounting tasks would take at least 2 days of the week to complete. Novi's QB integration saves at least 8 hours a month. I used to have to manually enter each and every transaction painstakingly. I feel pretty spoiled now, I almost forget that's how it used to be! Additionally, before reporting was fixed with Novi, it would take a staff member up to a week to complete the board report – which I now can do in under 30 minutes. Now my boss can ask me to submit a new report right before the board meeting, which makes our data more accurate and reflective when the board meetings actually occur. Pretty incredible! " – Kayla Goodall*