

CASE STUDY

Independent Insurance Agents of Houston (IIAH)



Engaging younger generations through an online community



Working smarter and more efficiently through an all-in-one system



Increasing member retention with auto-renewals

Solutions

YourMembership AMS

IIAH transforms their day-to-day work with an all-in-one system.

Independent Insurance Agents of Houston (IIAH) was living in a manual and time-consuming world prior to using YourMembership by Community Brands. IIAH has streamlined many processes since implementing YourMembership almost a decade ago.

With an all-in-one system, IIAH has taken their paper forms and payments online, streamlining their day-to-day work. But they didn't stop there. IIAH introduced auto-renewal for one membership level. Previously, these members weren't consistent in retaining their membership. With auto-renewal implemented, retention rates for these members has increased.

The organization's demographics started shifting and they needed a way to engage younger members. They introduced the YourMembership online community as a way to connect and engage younger members. IIAH has seen an increase in conversations and connections.

"There isn't one thing in YourMembership that I could live without. As a small staff YourMembership helps us do more. There is no way that without the system we could do what we do."

Renee Stager,
Senior Managing Director
Independent Insurance
Agents of Houston



Summary

Prior to YourMembership, IIAH was performing most of their tasks manually through paper and relying on third-party vendors to manage their technology. IIAH turned to YourMembership for an all-one-system to streamline their work.



Challenges

IIAH's member management was manual and time-consuming. They were drowning in paper forms and account receivable efforts. Simple things such as updating their website took too long going through a third-party vendor.



Results

As a small staff, YourMembership helps IIAH do more. IIAH has moved to online forms and payments, decreasing their account receivable efforts and increasing staff efficiency.

“We like YourMembership’s all-in-one platform, so we have the website on the front-end, our data base management on the back-end and our online community. Everything is right there and so much easier for staff to manage. I can do anything from anywhere. You get set-up and everything rock and rolls.”

Renee Stager, Senior Managing Director
Independent Insurance Agents of Houston

About IIAH

As the largest local independent insurance agents association in the US, the Independent Insurance Agents of Houston is a volunteer based organization to serve members through education, advocacy, networking and community service.

272
MEMBER
AGENCIES

10k+
INDIVIDUAL
MEMBERS

3
STAFF
MEMBERS

Learn more about how **YourMembership** can help your organization work smarter, engage members and increase member retention.



yourmembership®

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