

# Association Tracks its Most Valuable Assets

## Case Study: ABPA

**CUSTOMER**  
ABPA

**INDUSTRY**  
Membership Association

**FOUNDED**  
1985

**KEY CRM NEED**  
Effectively track  
Members and the  
associated Marketing  
Campaigns.

**RESULTS PRODUCT**  
CRM Business Suite

### ABOUT ABPA

The ABPA is a non-profit organization founded in 1985. ABPA promotes stronger commercial relationships and goodwill between the United States and the Middle East by sponsoring international trade delegations and business ventures, developing educational programs, hosting networking events and consulting with corporations on Middle East and U.S. market expansions.

### BUSINESS CHALLENGES

**Membership Tracking.** ABPA needed to keep track of its members and business contacts, as well as attendees at academic programs, networking meetings and other events.

**Project Management.** Membership events and projects take a lot of preparation. ABPA needed to manage tasks to complete the projects and view the Members that attended each event.

**Membership Billing & Payment History:** Each contact's membership info, payment history and event attendance history needed to be centralized.

### WHY RESULTS?

**Contact Management.** The Contacts Data Management Center puts membership info at their fingertips.

**Project Module.** ABPA can track what initiatives are most successful by immediately seeing who attended each event, allowing them to tailor future marketing initiatives based on past performance.

**Product Support.** Whether they have a technical question or just want to learn more about the product, ABPA knows they will get immediate answers from the Results Support Team.

### FAVORITE RESULTS FEATURE

ABPA uses the contact management module to ensure that all their contact information is correct and up-to-date. Results® allows users to track an unlimited number of members, prospects and donors. ABPA can instantly access linked activities, email, invoices, payments, notes, attachments and associate records.

The screenshot displays a contact record in the Results CRM software. The contact is Dr. Stephen H. Anderson, Sr., Vice President at Sidco Construction Company. The interface includes fields for full name, job title, company, address, phone numbers, and email. It also shows a list of activities and a navigation menu at the bottom.

“With Results, I can keep track of who attends our monthly networking events, how they found out about our organization and what letters and flyers I sent to whom and why.”

Mahaba Alwazir  
ABPA