



Membership Renewal Platform

Jaam's Platform Digitises and Streamlines Process for Chartered Institute of Arbitrators' 17,500 Members

OVERVIEW

The Chartered Institute of Arbitrators (CI Arb) is a leading professional membership organization that represents arbitrators, mediators, and adjudicators in the UK and globally. With a membership of over 17,500 professionals, the CI Arb needed a modern, streamlined, and efficient platform for its members to renew their annual memberships, complete their annual declarations, and pay online. Integrating Dynamics 365, data warehousing, and Stripe to provide subscription payment options based on jurisdiction and membership level was a key requirement for the membership renewal platform and a successful solution.



HIGHLIGHT

The platform has processed more than **£3.5M** in membership renewals without members needing to contact CI Arb. More than **95%** of members have renewed using the new solution with the majority being processed straight through.

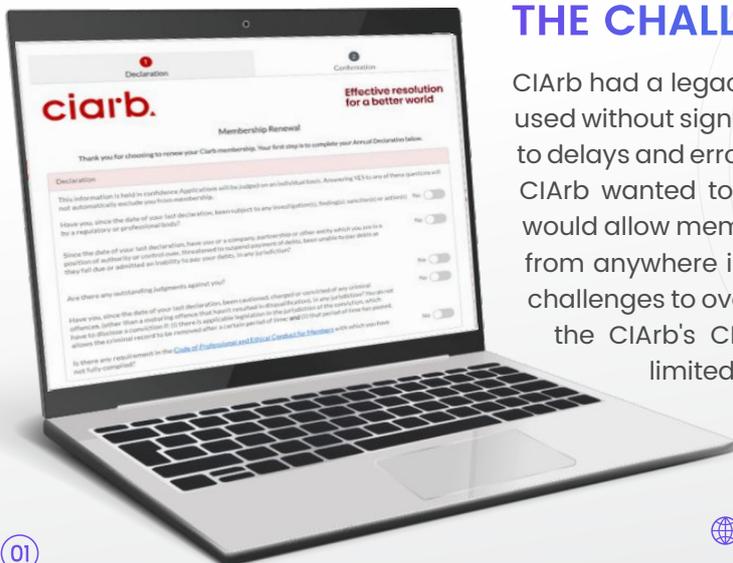


"At Ciarb, we are working with Jaam Automation to simplify and better understand legacy data structures and how to improve them. Together we successfully enhanced our member experience at renewals, including automation of transactions and the subsequent data collection processes, including a new BI dashboard"

Jim O'Donnell - Executive Director of IT and Digital Transformation

THE CHALLENGE

CI Arb had a legacy digital membership renewal process that could not be used without significant upgrades and rework. The legacy process often led to delays and errors in processing renewals and updating member records. CI Arb wanted to digitize the process and build an online platform that would allow members to complete the renewal process quickly and easily, from anywhere in the world, using their mobile or PC. There were several challenges to overcome during the project, including integrating data with the CI Arb's CRM system, Dynamics 365, finance reporting, and the limited timeframe of only two months to implement the platform.



THE SOLUTION

Jaam worked closely with the CIArb's team to understand their requirements, pain points, and priorities. Jaam proposed a solution that involved integrating data from the CIArb's CRM system into workflows and forms that would facilitate the end-to-end membership renewal process using the Nintex Workflow Cloud platform. This would then integrate into Stripe for online payments, as it is a secure, reliable, and widely used payment gateway. The integration between systems was implemented using an iPaaS platform called Synatic which facilitates API integration and data transformation.



The solution was designed to be user-friendly, intuitive, and accessible from mobile or PC so that members could complete the renewal process in a few clicks, without the need for manual processing. As far as possible, the system would allow the member to renew with no contact with CIArb providing a seamless renewal experience.

The system included real-time updates on membership status, payments, and certificates, as well as a range of reports that could be generated on demand or scheduled to run automatically. The reports covered various aspects of the membership renewal process, including membership statistics, financial data, and member engagement. The reporting and dashboards provided CIArb with the data and insights it needed to make informed decisions about its operations and membership strategy throughout the renewals window.



17,500
membership
certificates
produced



80%
of renewals
processed
straight through

THE BENEFITS

The membership renewal platform delivered was a huge success. It streamlined the renewal process, reduced errors and delays, and improved the member experience. The platform was launched on time and within budget, despite the challenges both technical and timeline.



Improved Efficiency

The platform eliminated the need for manual processing and paper forms, reducing the time and effort required to process membership renewals.



Enhanced member experience

The platform was user-friendly and accessible from mobile or PC, resulting in a large increase in the number of members renewing online.



Real-time reporting

The platform provided real-time updates on membership status, payments, and certificates, allowing for accurate tracking of membership and financial data.



Cost Savings

The platform was more cost-effective than the previous process with a substantial reduction in costs associated with membership renewals.



Seamless payment options

The integration with Stripe allowed for subscription payment options and complex payment amounts based on jurisdiction and membership level.



Improved data analysis

The reporting and dashboard system provided insights into membership statistics, financial data, and member engagement, enabling informed decisions about CIArb's operations and membership strategy.

If you're a membership organization looking to improve your processes, consider partnering with an experienced automation provider like us to deliver a tailored solution that meets your needs and requirements. Contact us today to find out more.