

AMA Automates Lead Management with Caspio and Cuts Processing Time by 75%



Agency Size

600 Employees

Industry

Training and Education Services

Challenge

With multiple product lines designed for corporations, government agencies, and the public sector, AMA offers a variety of webcasts, seminars, conferences, and resources to enhance the professional development and business success of its clients. AMA realized their outdated lead management methods were inhibiting response time and accurate follow-up. Given AMA's role as a business management thought leader, it needed an agile solution that could showcase products and remove the cost and hassle of manually qualifying sales leads.

Solution

AMA selected the Caspio Bridge platform to automate and qualify their lead generation, and alleviate pressure on their modest IT department. Caspio's wizard-driven application framework enables AMA to seamlessly design, integrate, and deploy applications on its website. Using Caspio Bridge, AMA saves hundreds of hours of manual operations while improving lead response times. Since AMA implemented Caspio, the number of leads has doubled while processing time has been cut by 75%.

As a not-for-profit organization, the American Management Association didn't have a lot of money for application development, but too much valuable time was being wasted due to an outdated lead processing system. They desperately needed a more automated solution. AMA turned to Caspio and quickly designed an online database that efficiently manages the hundreds of leads processed daily.

When Management Meets Innovation

The American Management Association has been training and educating corporations and government agencies in best business practices for over 85 years, so it makes sense that their own practices reflect the innovation and expertise that they foster in the marketplace. When AMA's Lotus Notes and Domino proved unreliable, they set out to find an innovative, leading edge solution to generate, manage, and deliver leads.



AMA uses Caspio-driven web applications to automate and qualify lead generation

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"We were in an awkward position. The Lotus solutions weren't working, and they didn't have the scalability and growth potential we needed," explains Roman Godzich, Director of e-Marketing for AMA.

Limited Resources and Budget

As a not-for-profit company with a small technical team, AMA didn't have the staff or development resources for an expensive IT upgrade, but as the volume of leads increased, they needed an alternative to manually processing leads each night. "We wanted to spend our time following up on the leads not managing them, which is why we selected Caspio," says Godzich.

Quick and Easy Automation

Caspio provided AMA with the "do-it-yourself" platform-as-a-service (PaaS) that allowed them to quickly design and deploy the forms they needed and seamlessly integrate with their website. Each lead is automatically qualified and segmented based on one of three AMA product lines: public seminars, corporate sales, and government agencies. Using applications built on Caspio Bridge, AMA can quickly and accurately respond to each inquiry they receive. "We process hundreds of leads for hundreds of products every day," explains Godzich. Each of AMA's product lines offers customers a variety of webcasts, seminars, books, conferences, and professional development tools.

Instantly Modify Forms & Revise Reports

A critical requirement for AMA was a straightforward way to modify their forms and applications. "Updates are easy with Caspio. It's not an issue for us anymore," says Godzich. AMA staff can instantly modify forms and revise reports according to the customers and products they are targeting.

"By switching to Caspio, we doubled our leads and cut our processing time by close to 75%. It's impossible not to be happy with statistics like these."

Roman Godzich, Director of e-Marketing for AMA

Scalability is Essential

Caspio's secure system keeps AMA data safe, while easily scaling as their usage and volume grows. "We have four people creating and managing forms and applications and 25 people using and customizing reports from the data," explains Godzich. "Tomorrow our needs may double, but we have come to trust that Caspio is able to meet our requirements."

Businesses require agility more than ever. Organizations of all sizes can now automate business process and create sophisticated web-based applications to serve their customers, employees and partners without the costs and hassles of traditional development. Caspio Bridge platform-as-a-service has a proven track record of enabling thousands of companies in various industries to save resources while decreasing time to market.

About Caspio, Inc.

Caspio, Inc. (www.caspio.com) is the world's leading do-it-yourself online database and web application creation platform. The company's philosophy is to empower business users to create and deploy web databases, forms, reports and applications easily and without programming. Caspio's platform-as-a-service replaces coding with intuitive point-and-click wizards, enabling users to rapidly produce web database apps for capturing, publishing, and managing data online. Caspio shrinks development time from weeks to hours, and from thousands of dollars to a small monthly fee. Caspio's customers range from one-person entrepreneurs to Fortune-500 corporations, digital media giants, government agencies, and educational institutions.

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