TRANSFORMING MEMBER ENGAGEMENT

As the leading psychiatric organization practicing in more than 100 countries, the American Psychiatric Association (APA) has over 38,000 members involved in psychiatric practice, research, and academia representing the diversity of the patients for whom they care.

CHALLENGES:

Facing increasing member interactions and internal data silos, they embarked on a strategic initiative to streamline operations and elevate member experiences.

Marketing Dynamics
The association's marketing team grappled with disjointed email. systems, impeding the execution of campaigns and analytics.

Service Operations
The call center lacked a unified system for tracking and managing member interactions, hindering responsiveness and insights into member needs.

aptaria

available on AppExchange

SOLUTION:

Aptaria successfully transformed APA's member engagement strategy as well as addressing operational challenges. Positive feedback from department heads underscores the successful transition to more streamlined and responsive member interactions.

Operational Efficiency

- Integrated platform to consolidate email campaigns with a unified interface for list management and analytics.
- Drastically reduced time spent on campaign and analysis.

Team Leader Community:

- Provided efficient access to view and update information, eliminating the need for full Salesforce licenses.
- Empowered the call center with the ability to independently manage and report on service cases.

"We looked around for a potential Salesforce partner, and we found Aptaria to be a good match because of their work with associations."
Ryan Vanderbilt, Director of Marketing

"We don't have to wait for someone to enter our data into the database. We can do it ourselves."
Monique Stevens, Call Center Manager