

Lake Zurich, IL
Dale Perrin, Executive Director
www.lzacc.com

The **CHALLENGE**

There came a point when the Lake Zurich Area Chamber of Commerce found it increasingly difficult and cumbersome to manage its day-to-day operations using only spreadsheets. However, making a change was viewed as difficult – if not impossible – for fear of losing years of data in the process.

The **SOLUTION**

Executive Director Dale Perrin knew something had to be done to increase staff efficiency. In looking at the alternatives, ease of use and data conversion were key factors in making the right decision.

The **RESULTS**

In 2005, the decision was made to switch to ChamberMaster and the Chamber started seeing immediate ROI in staff time saved. Reports have since become quick and easy to generate. And the biggest concern – data conversion – turned out to be no concern at all. All data was backed up and uploaded to the ChamberMaster software in about an hour.

According to Perrin

“We love having immediate access to our data so we can quickly generate the reports we need.”

“The time our staff saves is huge. It frees them up to do other things for our members.”

“ChamberMaster makes it easy for members to keep their information up-to-date, which ultimately helps them in terms of search engine optimization.”

“Once we saw how easy the data conversion process was, I wished we had made this decision much sooner.”

“The software is very easy to use and doesn’t require extensive training. You can be up and running quickly.”