

COBALT CASE STUDY



www.hria.ca

Industry

Professional Association

About the HRIA

The Human Resources Institute of Alberta (HRIA) is the professional voice of human resources practitioners in Alberta. With more than 4,000 members throughout the province, the HRIA is the not-for-profit professional association dedicated to strengthening and promoting the profession of human resources. The HRIA encourages the maintenance of professional standards in the field of human resources management and works with the Canadian Council of Human Resources Associations (CCHRA) to define the standards and processes for certification as a Certified Human Resources Professional (CHRP).

Why Cobalt

The HRIA selected Cobalt's Association Management Suite (CAMS) based on its ability to provide all of the association and web site content management functionality the HRIA needed, as well as complete certification management in one package.

Favorite Product Feature

"The advanced find is the best feature of the CAMS product. I have quick access to a large amount of information about our members and that this information is easily exported and used for communication purposes," Nora Molina, Executive Director.

The Challenge

The HRIA needed a new association management system (AMS) that could manage its members along with its certification program and web site content. A significant growth trend coupled with ongoing issues with the current system and vendor necessitated a change to a flexible, user-friendly and intuitive interface that would allow staff to take advantage of efficiencies offered by the Internet in order to provide efficient communications, superior service and additional member benefits while fueling the growth trend.

Most of the HRIA's processes were being conducted manually. The HRIA realized they needed a solution that would reduce the time staff spent on transcribing paper applications and the overall volume of data entry.

The Solution

CAMS addressed all of the HRIA's management and communication requirements. CAMS allows the HRIA staff to easily communicate with their members through online and e-mail communications. "We have better contact with our members and are able to easily obtain valuable information about our members, and our financial transactions," explained Nora Molina.

Additionally, the HRIA members are able to easily and seamlessly access, update and review their member data through a custom portal. This functionality helps reduce staff time spent on data entry and responding to administrative questions from members.

Cobalt's solution eclipsed a basic AMS and web portal by fully integrating with all of the HRIA's management systems. Cobalt designed unique solutions to increase the HRIA's functionality including certification management and a job board that has allowed the HRIA to increase their non-dues related revenue.