

## CASE STUDY

# Association of Corporate Counsel



Member data housed in one location



15 – 17% of invoices paid through NetForum Express Pay



More members renewing early or on time

## NetForum Express Pay helps streamline invoice payments and improve member retention

As the only global association for in-house counsel with a complex hybrid membership structure, the Association of Corporate Counsel (ACC) began using NetForum in 2016 for a secure, multi-currency association management software (AMS) system that could handle both individual and corporate memberships while allowing the organization to manage membership processes and data in one location.

With NetForum, ACC appreciates the ability to easily upgrade the product and take advantage of the latest functionality. Continually looking for ways to optimize the system and gain efficiencies, ACC jumped at the chance to add NetForum Express Pay, which reduces the time spent pursuing membership renewal payments and gives members an easier and more efficient way to pay invoices.



### Solution

Member Engagement Express Pay

“Since adding NetForum’s Express Pay solution, we’ve seen a shift to people paying invoices before or on time instead of late. With Express Pay, I’ve had 150 corporate members renew at once with the click of one link. It’s easy, it’s fast, and anyone can pay the invoice from anywhere.”

**Kerri L. McGovern**

MPP, CAE  
ACC



## Challenge

As with many associations, ACC faced the challenges of unpaid invoices, lapses in membership renewals due to nonpayment, and time spent reaching out to members with renewal reminders.



## Solutions

As a NetForum customer, ACC implemented NetForum Express Pay, which gives anyone with an Express Pay link the convenience of making a payment online without logging into the system – allowing, for example, an assistant to pay membership dues on behalf of a member.



## Results

ACC now spends less time chasing membership renewal payments. About 15 to 17 percent of invoices are now paid from an Express Pay link, and the organization is seeing a shift in people paying invoices early or on time.



We're a growing organization. We're finding places where we can maximize the efficiencies of the system that are already there. Some of this is technical and some of it is cultural and emotional in how we're going to change the way we do business within our systems that are tangential to NetForum.

**Kerri L. McGovern**

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## About Association of Corporate Counsel

The Association of Corporate Counsel (ACC) is a global bar association that promotes the common professional and business interests of in-house counsel through information, education, networking opportunities, and advocacy initiatives.

