

Crestview Chamber of Commerce, Florida

"We want our chamber's site to really wow visitors and members..."

Located on the Florida Panhandle 30 miles inland from the Gulf of Mexico, the Crestview Area Chamber of Commerce is a busy, tourist-oriented organization; however, their existing website did not reflect their big city aspirations.

"I was embarrassed to direct people to the site," says Stephanie Baggett, office manager for the chamber. "It was extremely unappealing visually and the information was always outdated because it took so long to make changes."

Baggett also struggled to communicate with members and needed new ways to generate revenue. The chamber was ready for a change, and ChamberExpress™ offered a solution.

What tasks have become more efficient thanks to ChamberExpress™?

"On our old Web site, the staff had no access to make changes. The ability to make changes immediately is crucial for our chamber because we have a very busy site with a large number of visitors, so it needs to be updated regularly in order for visitors to get the information they need. Before, we would have to wait days, sometimes weeks, for changes to be made. Now we can make changes anytime and they show up immediately."

How has ChamberExpress™ improved communication with members?

"Fast Blast is a great tool for communicating with members via email. We sent emails before, but the process was cumbersome. With ChamberExpress™, the program reads the member list from our database so sending emails is quick and easy. We're able to communicate with members now more than ever before. In fact, we've added a weekly newsletter, which is sent each Friday, that highlights events for the upcoming week."

What other benefits have you seen from using ChamberExpress™?

"Unlike some software systems, it's very user friendly, which is important when training new employees. Another benefit is that new members can now apply online. Before ChamberExpress™, the only option was to submit an application by mail or in person."

Has ChamberExpress™ generated any additional sources of revenue?

"Yes! The success of Fast Blast led many members to ask if we could send emails from them to other members. Now, we offer one free member-to-member email, and then we charge members for any additional emails sent to other members. ChamberExpress™ also gives us the ability to add an online store, which would allow us to sell relocation packages, mailing labels, member directories and other items online."

What other feedback have you received regarding the site?

"Members love the new look, but they also love the ease of navigation. Since members have been so enthusiastic, we are looking at expanding the functionality for members by adding a "member-only" section to the site where members can access information that is pertinent to them."

What would you tell other chambers that are considering ChamberExpress™?

"The benefits are simply awesome! It's a great system—easy to use, efficient and flexible. And the ChamberExpress™ team was great to work with—they were very service-oriented and work with you to develop a site that is exactly what you want, and that you can be proud to direct people to!"

If your chamber is ready to create a Web site that impresses, contact ChamberExpress™ today at info@chamberexpress.com.

About Crestview Chamber of Commerce

Website: <http://www.crestviewchamber.com>

Number of Members: **670**

ChamberExpress™

<http://www.chamberexpress.com>

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