

Measurable Results™ – American Society of Agronomy

SVA, when they come in and we do a business requirements meeting, they do a good job of going through a step-by-step process of what you do on a daily basis. And that really helped us understand things we're doing that maybe we didn't need to do, that we could save time by automating or looking at other ways of doing them. So in those business requirement meetings, you really learn a lot about your processes and what you could change as well. Agronomy is crop and soil science and we, our members generally are helping the world, you know produce more food. Whether it's by you know increasing crop yields or working with farmers to fight diseases. So we do in a way help feed the world and help improve the food supply chain. There is around nine thousand members of our association. The bulk are in the United States and Canada but they are dispersed throughout the world.

[Music]

We came to SVA over ten years ago. The first problem we worked with SVA was to address combining several of our databases and our accounting systems into one unit that could do all that we needed and automate a lot of our processes. So that was the first thing we did is we migrated our accounting system to Great Plains using SVA and that stopped a lot of accounting issues we've had over time. The other issues we come to SVA for over the years, one of the main ones has been automation tasks. So one of our big issues here is we need to send out a lot of emails to remind members to renew when their renewals are up. So we work closely with SVA to automate that process based on the date of the renewal and those emails now are automatically just sent. So we don't need a person here in the office sending them on a daily or weekly basis any longer. SVA has people that really care so that's what was apparent. They care about their customers, so you build a relationship. It's not just necessarily a customer but it's a relationship that you've built. The people there care about your business, they put in the extra time when needed. They really work with you and talk with you and keep you informed. I do participate in SVA's CRM circle. I find that very useful to talk to other customers, see what they're doing and they do a lot of business case studies during those CRM circles. And then I find those to be very informative to see what other customers are doing. SVA, to me, really was a company that just works hard to understand your business. And if you understand somebody's business, that's the first step in really providing good service for their ease. So to me, it's the understanding.