

Aplusify: Your Partner in Gaining the Fonteva Advantage

**Delivering Maximized ROI with Enhanced
Technical Capacity and Member Satisfaction**



Achieving Your Goals with Aplusify

United Soccer Coaches (USC), the world's largest soccer association, knows that meeting its complex business requirements and generating greater return on investment will benefit its members with a streamlined experience. USC partners with Aplusify to achieve those goals by tapping the expertise of our skilled developers.

Aplusify serves as an extension of USC's development team by helping USC maintain its high standards of member services, including conferences, awards programs, and training courses for both beginning and experienced coaches.

About United Soccer Coaches

United Soccer Coaches is the world's largest soccer association. Founded in 1941 and based in Kansas City, Missouri, it serves members at every level of the game today. The organization's primary goal is to inspire the best soccer coaches around the globe, ignite their passion for the game, and pass it on to the next generation of coaches. USC brings together players, coaches, and other key members of the game and provides a diverse and supportive environment. Diversity is at the heart of USC's mission. The organization holds that diversity enriches the member experience, improves practice skills and the profession, enhances the learning curve, expands opportunities, brings out creativity, and boosts professional growth in the coaching community.



Location

Kansas City, MO



Total members

80,000+



Staff size

25



Revenue size

\$7 million awards programs



Organization type

Association

Teaming Up With Aplusify for Best-in-Class Service

United Soccer Coaches counts on the customer relationship management (CRM) platform called Salesforce to support its marketing, member services, and information technology (IT) needs. In the past, USC would work on one IT project at a time with a rotating group of support services. Once they learned about Aplusify, the USC team knew immediately that they had found the right partner to work with them on a long-term basis.

As USC discovered, Aplusify's team of Salesforce experts offers best-in-class solutions at a reasonable price, providing associations, nonprofits, and higher education institutions with the capacity and capability of maximizing their Salesforce platform. Our team of Salesforce-certified experts alleviates the technical weight of implementing and managing Salesforce so you can focus on strategy and organizational mission. Aplusify saves time, money and stress with its Salesforce Managed Services.

How Aplusify helped United Soccer Coaches

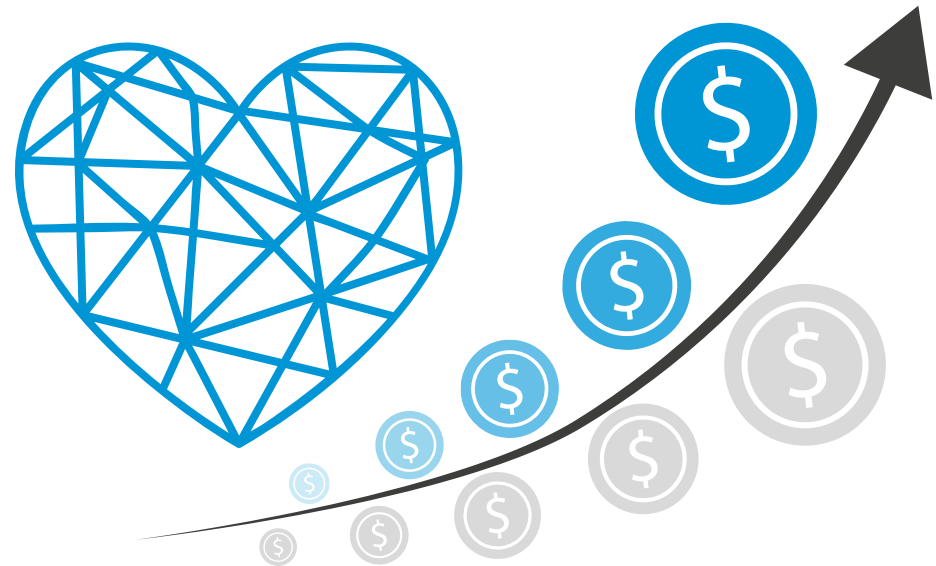
Maximizing Fonteva to Streamline Member Experience

By adding the power of Salesforce's partner Fonteva to United Soccer Coaches' resources, Aplusify increased USC's ability to deliver highly configurable membership events and eCommerce applications. With Fonteva, USC has been able to:

- Simplify the join process for members to experience seamless onboarding using custom design registration pages and process flow
- Provide member self-service options to instantly troubleshoot common bugs and issues faced by members
- Enable USC to visualize trends using reports and dashboards and set goals based on real-time analytics
- Automate manual tasks associated with memberships to save staff time and eliminate the risk of human errors

Fonteva Powers Up USC

- Improves members' user experience
- Streamlines administrative tasks
- Enhances efficiency and reduces costs
- Increases ROI



Enhancing Members' User Experience

With Aplusify's expertise, United Soccer Coaches has gained significantly greater efficiency in managing memberships, events, subscriptions, updates, patches, and more. Aplusify's team of Fonteva-certified developers ensures that members enjoy an enhanced user experience. The team is always available to address USC's questions and concerns and meets with their developers weekly on all project-related issues.

Ensuring Client Satisfaction

Aplusify's team is also ready to troubleshoot any IT or Salesforce Fonteva problems you might encounter. For example, when USC's business system went down for several days, the company's team turned to Aplusify to find the problem and fix it in no time. Aplusify's commitment to client satisfaction is at the core of its mission.

Increasing Organizational Efficiency

United Soccer Coaches offers a wide range of services—college and awards programs, coach rankings, and coaching development—all translating into a large and complex database. To expand USC's ability to access custom programs available only in Salesforce Fonteva, Aplusify switched the organization from its legacy system to the more sophisticated Fonteva. Today USC can more efficiently manage event registration, membership, certificates, and subscriptions, which enables USC to achieve maximum return on its Salesforce investment.

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With Aplusify as our partner, we have increased our capabilities and become more cost-effective. For us to accomplish even 25 percent of Aplusify's services would require additional staff at three to four times the cost of Aplusify. As an essential member of our team, Aplusify has made an incredible difference in our IT expertise, organizational productivity, and member service.



AARON WEATHERFORD

*Website and Database Manager for Memberships
United Soccer Coaches*

Aplusify meets USC requirements by providing these services:

Data Cleansing

- System Log Data Clean-up

Daily Administration

- Sandbox Refresh
- Fonteva Version Upgrade From 2018-R1 to 2019-R1
- Patch Upgrade
- Salesforce Security Alerts Monitoring
- Apex Coding Exceptions Monitoring
- Reports and Dashboards

Fonteva Upgrade in Production

Bug Fixes and Troubleshooting

- Self Registration Issue Fix
- Community Page Error on Payment Confirmation Screen After Registering for an Event
- Self Registration Issue After Salesforce Winter 20 Release

Certificate Management

- Certificate Management in User Acceptance Testing (UAT)
- Certificate Management in Production

Memberships

- Subscription Item “Individual Membership” Term End Date



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