

## BUSINESS PROFILE

The Society of Actuaries is an educational, research and professional organization. It is committed to providing basic education in the fundamental principles of actuarial science, advanced education and professional development, and continuing education for practicing actuaries; conducting research to develop studies of historical experience and techniques for projections into the future, analyzing the actuarial aspects of public policy issues and providing the foundation for further expansion of the profession; promoting high standards of professional competence and conduct within the actuarial profession.

### Industry

Professional Society

### Location

Headquarters: Schaumburg, Illinois

### Staff Size

100 employees

### Deployment Summary

Deploy TIMSS™ 6 Member Relationship Management™ software suite and provide the Society of Actuaries with online resources to enhance service to its 18,000 worldwide members and 50,000+ constituents.

### Technology

TIMSS 6 hosted solution

### Benefits

- Provides 360-degree view of the customer.
- Streamlines all transactions, including e-commerce.
- Offers ability to expand support of new technology.

### Customer's Implementation Advice

- Get business process owners involved early and continuously.
- Develop a clear communication program around challenges and anticipated benefits.
- Get everyone to buy into and establish realistic expectations.
- Provide plenty of time to complete data migration.

## CASE STUDY:

# Society of Actuaries

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Margaret Ann Jordan, CAE

Managing Director, Information and Technology Services  
Society of Actuaries

## Society of Actuaries Enhances Online Registration Process with New Member Relationship Management™ Software System

Playing a vital role in the development and education of actuaries, the Society of Actuaries (SOA) takes extraordinary measures to maintain the integrity of its organizational database. Among the SOA's most important duties is serving as gatekeeper to, and administrator of, the extensive series of education program and exams that lead to the professional credentials so important to their members.

The SOA provides services to a broad range of constituents: the 18,000 fellows and associates of the SOA, 34,000 exam candidates, and the members of the six actuarial organizations that participate in the Directory of Actuarial Memberships. In order to deliver on the initiatives outlined in the SOA's strategic plan, volunteer leaders and staff recognized a need to rebuild the member database system and upgrade the back office software. In addition, they were eager to bring the front office applications to a Web environment. In particular, SOA sought to turn a lengthy, labor-intensive exam registration process into an efficient and convenient online experience, while maintaining the credibility of the organization and the integrity of the exams.

"Our registration process is extremely complex. We have to make sure we have the right individual so that each person's transcripts can be managed correctly and that each person meets all the requirements for a particular exam," said Margaret Ann Jordan, managing director of information and technology services for SOA.

The result was SOA's selection of TIMSS™ 6 Member Relationship Management™ (MRM) software from TMA Resources.

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“Use of TIMSS for on-line exam registration has improved our efficiency tremendously,” said Cheryl Krueger, FSA, deputy executive director and chief actuary for the SOA. “TMA Resources helped us make this capability a reality on a short timeframe, greatly benefiting our candidates and our association.”

The first phase of SOA’s TIMSS implementation took place in April 2005, when they launched membership tracking, as well as an online version of the directory. Back office support for committees, publications, meetings, and exams followed over the next twelve months. By June 2006, SOA was positioned to launch a centralized customer service function at the same time as the SOA Online Store. The most important segment, the TIMSS implementation for exam registration, was rolled out in June. In the time since, SOA is already seeing improvements in the handling of data and in the response time to members. “We originally set an internal goal of having 20 percent of applications submitted online,” Jordan said. “We’re on track to exceed that goal. This represents a substantial increase in satisfaction for our exam candidates, as well as hard-dollar savings in temporary data entry help for the organization.”

One of the important areas that SOA and TMA Resources needed to address was the validation of exam registrants. In the world of actuarial science, earning the next level of professional education credits can mean the difference between career progress and stagnation. “If someone misses a deadline, it may mean they have to sit through another year before getting the chance again,” Jordan said. “We’re talking about people’s livelihoods, their careers, and the enormous amount of time and energy invested. It’s an application that has a real impact on individuals and their companies.”

“We chose TIMSS because it could pull together all the threads of how we touched our members and candidates,” she said. “Some of the legacy systems that were still in use when we cut over to TIMSS in 2005 dated from the 1980s. They hadn’t been replaced because of concerns with cost and the complexity of supporting our specialized business processes. Working with TMA Resources put us on the path of association best practices, and we were able to focus customizations solely in those areas where a special approach to a business process is truly tied to our mission. It was an intense task, but working with TMA Resources gave us the combined knowledge of database and association applications and we were able to work through it.”

With the initial system upgrade in place, SOA is now looking at ways to better utilize the data the TIMSS 6 software collects. “Our overarching goal is to make all applications Web facing,” Jordan said. “We’re providing more and more information online. We’ll be able to use TIMSS to drill down and get a better understanding of our core membership which will result in improving services both to the profession and the public that relies on the actuary.”

One part of the future plan involves developing personalized Web pages within the SOA Web site so that each person can develop a “My SOA” experience using the Web and the TIMSS validation process.

“The database is an essential part of our organizational strategy. We can’t deliver on our strategic objectives unless we have a solid infrastructure. TIMSS has established that infrastructure and now we can build on it,” said Jordan.

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*TMA Resources, headquartered in Vienna, Virginia, provides member organizations with the most advanced software available to manage all aspects of their membership-base. Its industry-leading TIMSS™ software is used by hundreds of associations and non-profits, and has more than 30 million members under management. In 2005, TMA Resources ranked 344 on the Software 500 annual listing of the world’s largest software companies.*

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Margaret Ann Jordan  
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