



AmCham

## The American Chamber of commerce in Hong Kong

The American Chamber of commerce in Hong Kong (Amcham) is the largest international chamber in Hong Kong and the most dynamic business organization in the Asia-pacific region. Promoting US-China trade and Hong Kong as a premier international business centre has been our business for over 35 years. Amcham has 2000-strong member in 11 membership categories with different annual dues. They provide advocacy, professional development, networking and exposure to their members.

### Mission to promote US-China trade

As the most dynamic international chamber, Amcham holds many activities to increase the interaction between different members in order to promote US-China trade. Amcham aims to maintain good relationship and communication with members. They need to handle lots of money transactions. A powerful management system should be used to keep all the records in order. An efficiency working process can help the organization to maintain loyalty of every member and create positive word of mouth on Amcham image. As a result, they need a user-friendly marketing automation module to tackle the all the complicated event and trivial stuff.

### The expansion of membership

Since the number of Amcham members is increasing, two years ago, in order to tackle such huge database of membership information, Amcham began to use Maximizer Enterprise (ME) in order to help them to put the huge database in a new order. Maximizer helps them to set up unique user-defined field, which can help them update the membership information automatically. As a result, Amcham can save much time and labor force. The organization mainly uses ME for managing membership information. The membership database is kept in ME for managing the relationship of each member to the organization.

### Linking Maximizer Enterprise to Fax System

Since some of the members are not used to check e-mail daily, Amcham mainly contact them through fax. Maximizer can connect the fax server directly. Amcham can fax their invitation letters directly to their members through Maximizer. Colleagues can simply send fax to target members without copy the fax numbers one by one, they appreciate on such time-effective and cost-saving method to contact with their members. Amcham aims to keep a long term relationship with their members in order to maintain their loyalty and keep a lifelong membership with Amcham. Upon this, they should show their care to each of their members. Maximizer create personalized information portfolio to every members according to their special requirements. When Amcham is holding some events or functions, they will send invitation to their members reminding them to

attend. For example, those members who are running logistic business must be interested in the talk of “the future of express and logistic business”. Amcham can easily get a list of all the logistic company members from Maximizer and directly send fax to them.

## **Advanced Crystal Report©**

Amcham committees would like to know more about their members and get more detailed internal information. Maximizer provides a sophisticated and detailed Crystal Report© to committees. This can help them come up with clearer concept on their execution work.

## **Linking Maximizer Enterprise to Accounting Software**

Amcham uses Maximizer to stimulate the process of new membership registration, membership renewal, and payment of membership & event. Maximizer integrates to the accounting software that can help them sending the invoice and fax confirmation letter to new members. Amcham also use Maximizer to check attendance in meetings.

## **The future plan of Amcham**

Amcham will continue to promote US-China trade in the future aims to offer reciprocal benefits to both US and China business organizations. More seminars, lunch meetings, business forums will be delivered to their members and the publics. Amcham can tackle the expanding powerful membership database very well and handle the complicated transaction more smoothly with the help of Maximizer. They can save more time and labor force on developing charitable foundation.