



Case Study:

Society for Range Management Simplifies Membership with

Client:

Society for Range Management (SRM)

Solution:

Skypoint HQ Custom Member Management Platform

The Challenge

The Society for Range Management had outgrown its legacy membership tools. Their team was running into three recurring problems:

1. **Complex customization needs**
SRM's membership structure, events, and committees required nuanced configurations that "out of the box" systems couldn't easily support.
2. **Broken promises on product updates**
Previous vendors had assured SRM that needed enhancements were "on the roadmap," but critical fixes and features never materialized. The team was stuck work arounding the same limitations year after year.
3. **Clunky, fragmented systems at premium prices**
Even the platforms that might have been able to meet their needs came with:
 - Confusing, non intuitive interfaces
 - Disconnected tools for membership, events, and communications
 - High price points that didn't match the actual value delivered

SRM needed a membership system that could actually adapt to the way they work—without adding complexity or cost bloat.

The Skypoint HQ Solution

SRM chose the **Skypoint HQ membership system** to replace their previous platforms and consolidate key member management workflows. With Skypoint HQ, they were able to:

- **Get the customization they were promised—without custom headaches**
Skypoint HQ was configured to reflect SRM's real world membership model, events, and reporting needs. Instead of forcing SRM to fit a rigid template, Skypoint HQ flexed to match their structure.
- **Rely on a partner that actually delivers improvements**
Rather than vague "future updates," SRM now benefits from a clear product roadmap and visible, ongoing enhancements that respond to real user feedback.
- **Streamline everything into one simple, unified system**
Membership management, renewals, and key processes are now handled in a single, intuitive platform—dramatically reducing admin time and the need to jump between tools.

“For the first time in years, we feel confident that our membership platform will continue evolving with our organization rather than holding us back.”

The Outcome

Today, the Society for Range Management's membership operations are:

“Our members may not see everything happening behind the scenes, but they definitely notice how much easier renewals, registrations, and account management have become.”

- **More streamlined:** Staff can complete tasks in fewer steps, with clearer workflows.
- **Simpler for everyone:** Both administrators and members experience a straightforward, user friendly system.
- **Better aligned with their needs:** The platform fits SRM's unique requirements without the heavy customization costs and broken promises of previous solutions.

Skypoint HQ gave SRM a modern, streamlined membership platform that empowers their staff, enhances the member experience, and grows alongside the organization.