

MTI Harnessed Online Community to Digitally Transform

The Metal Treating Institute (MTI) went through a digital transformation over the past decade. This trade association relied on its Higher Logic community as a key partner in this process.

Opportunity: Before MTI adopted an online community, it was short on staff, it didn't have an AMS, and its revenue was decreasing. **The trade association needed to update its value proposition dramatically to thrive again.**

Result: MTI chose online community as a tool for digital transformation. Because online community is such an effective communication tool, staff spend less time solving transactional member requests or committee issues, for significantly reduced overhead costs. **Community is now a vital piece of MTI's gold-standard member benefits.**

"We've used technology, including our online community, our learning management system, and our benchmarking database to empower our members, help them do more for themselves, connect with them, and expand services without expanding staff. We've turned MTI around."

- Tom Morrison
CEO, Metal Treating Institute

KEY STATS:

- ➔ **50%** decrease in transactional requests due to community
- ➔ **2600%** revenue growth in 13 years
- ➔ **97%** member retention rate

AMS: NetFORUM Pro

AT A GLANCE

MTI is a trade association built to support its members, companies in the heat-treating business. It has 370 member companies across 40 US states and Canada. MTI adopted an online community in 2009.