

Awarding Electrical Construction Innovation

NECA's Path to a 72% Increase in Award Applications

OVERVIEW

The National Electrical Contractors Association (NECA) is the voice of the \$225 billion electrical construction industry. A pivotal part of NECA's mission is to help their members set the standard for traditional and integrated electrical systems and lead the industry in the practical application of new, innovative technologies.

To highlight and acknowledge its mission in action, NECA recognizes the remarkable achievements of its member-contractors and companies through the annual NECA Project Excellence Awards.

PROBLEM

NECA's Project Excellence Awards created a problem for its non-technical staff members - they were unable to create, maintain, and update an awards submissions website without coding knowledge.

Their awards submission and review platform also lacked adequate reporting functionality and created manual work when any modification to the judging criteria or submissions process were needed, and when email notifications to member applicants or judges needed to be sent.

Additionally, NECA struggled with low award application numbers because their previous award submissions site, and process, was clunky and not user-friendly to enable their members to submit their projects without a great deal of handholding from the NECA staff.

AT A GLANCE



INDUSTRY

Non-profit representing electrical contractors who work in all aspects of electrical construction.

SOLUTIONS

OpenWater

MEMBER SIZE

4,418

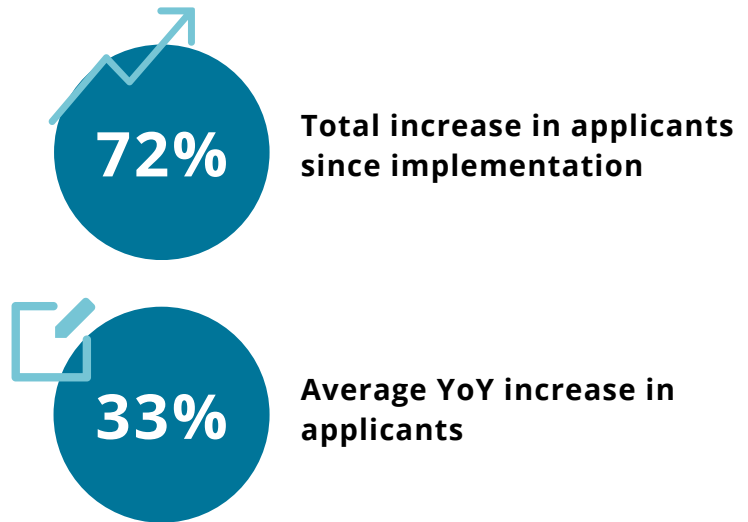
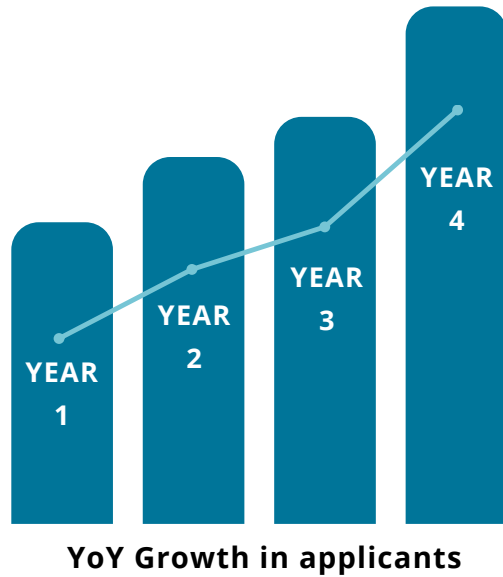
WEBSITE

www.necanet.org

“ Every year we get more and more applicants. And every year we break our application record, which not only shows the growth in our industry but also shows the value of utilizing all that OpenWater has to offer! ”

- Karina Forti, Marketing Manager, NECA

THE IMPACT



SOLUTION

OpenWater has now been NECA's application management system of choice since 2017. It's an easy decision for NECA staff to renew each year thanks to the:

- ✓ Time-saving efficiency of automated emails
- ✓ Easy-to-customize, beautiful website templates for non-technical staff members
- ✓ Flexibility to add different categories and to modify judging requirements
- ✓ Integrated and flexible reporting dashboards
- ✓ Seamless application process functionality for their members and judges
- ✓ Extensive Knowledge Center and responsive customer support team

“ My favorite part about OpenWater is how seamless marketing the award program is to our members - It's easy to create a visually appealing and user-friendly website, and the email automation capabilities have been a game-changer, saving us valuable time on a previously manual process. ”

- Karina Forti, Marketing Manager, NECA