



Officers Candidate School Alumni Association

Case Study **HBR**



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Address of Headquarters

Midland, GA 31820-9998

Industry:

US Army officers alumni
association for retired army men

Founders:

NA

Founded Year:

1986

TUSAOCSAA

Building a platform to recognize retired army personnel and make sure they get honored around the country. The Association also works hard towards building memorials and getting donations to raise funds.

CHALLENGES



Awareness

Pre-record to present anytime, anywhere with Canva Presentations.

Acquisition

Add audio or record yourself talking over a presentation, then share your video with everyone.

Activation

It's excellent for capturing audiences beyond a one-time event.

SOLUTION

Overall Solution in short:

We managed to narrow down to the proper plugins required for a wordpress website and then integrate the membership plugin along with the payment gateway integration to make sure the registrants can pay the amount online.





RESOURCES

How many resources were involved?

A team of 1 developer, 1 data entry specialist and 1 project manager.

RESULTS

EXPLAIN RESULTS WITH

The target audience for this website was mostly people above a certain age group who are not too tech savvy, and hence making the website user experience easily understandable was a challenge which we were able to overcome. After setting up online payment experience, 80% of the registrations started to come from this portal instead of offline registrations.



Abhishek Shah

Founder & CEO

**“The key to success is
to develop a winning
edge**

Our Values

Integrity, Agility & Human Touch

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Contact Us



Reach out to us for inquiries
or comments.

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