

SALESFORCE CASE STUDY

Irish Steel × Modeverse

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OneSystemBehindMembership,Certification, and Training

ABOUT IRISH STEEL

Irish Steel is Ireland's dedicated trade association for metal fabricators and manufacturers, representing more than 60 member companies across the country since its founding in 2015. The organization supports its members with EN 1090 and ISO certification guidance, CE marking consultation, welding coordination and business skills training, a Certified Register of qualified fabricators, and advocacy for the sector at national and EU level.

THE CHALLENGE

With more than 60 member companies to support across certification, training, and advocacy programs, Irish Steel needed to track each member's membership status, certification standing across standards like EN 1090 and ISO 9001, 14001, and 45001, and training history in one place. Certification and CE marking guidance, course registrations, and the public Certified Register were managed separately, making it harder to keep member records current and to give the association's small team a clear view of where each member stood.

THE SOLUTION

Modeverse partnered with Irish Steel to bring membership, certification tracking, and training onto a single Salesforce foundation. The engagement included:

- A unified member profile in Salesforce tracking membership tier, renewal status, certification standing, and training history for every member company in one place.
- Certification and compliance tracking covering EN 1090, ISO 9001/14001/45001, and CE marking status, so staff can see at a glance which members are current and which need follow-up.
- Automated renewal reminders and workflows, so lapsing memberships and expiring certifications are flagged and followed up on proactively.
- A structured process for managing the Certified Register, keeping the public-facing list of qualified fabricators accurate and up to date as certifications change.
- Training course registration and completion tracking for welding coordination, internal auditing, and business skills courses, linked directly to each member's profile.
- Dashboards giving Irish Steel leadership a real-time view of membership growth, certification compliance, and training participation across the sector.

THE RESULTS

With Salesforce connecting membership, certification, and training, Irish Steel's team now manages a growing member base from a single, current view of every company's standing. Certification and renewal tracking runs proactively instead of manually, the Certified Register stays accurate as compliance status changes, and leadership can see membership and training trends across the sector in real time. The result is a small association team with the operational backbone to keep supporting Ireland's metal fabrication industry as it grows.

Unified	*Proactive*	*Accurate*
MemberProfiles	Renewal Tracking	Certified Register

> ***"Our members trust us to know exactly where their certifications stand. That trust needed a system behind it, not a spreadsheet."***

The idea behind Irish Steel's Salesforce-powered member experience

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ABOUT MODEVERSE

Modeverse is a Salesforce consulting agency helping companies and organizations design, build, and optimize Salesforce environments that fit the way they actually work, from Sales Cloud and Service Cloud to Experience Cloud and custom integrations. We partner with our clients from strategy through implementation and ongoing support.

Want to see what Salesforce could do for your organization? Get in touch with Modeverse to start the conversation.