



CREATING AMAZING
EXPERIENCES

STATE OF TECHNOLOGY AT ASSOCIATIONS

Duncan Journee
9 October 2017

A benchmark for progress:
Clade's survey of Australian
associations

How do you manage your member information?

Are you able to track all interactions with your members?

Do you have an online portal for member self-service?

Is your financial and payment process integrated with your membership management system?

Is your information readily available on your mobile?

How do you manage your CDP process?

Do you use any tools to report on member insights?

How do you manage your events?

55 Associations participated
15 Questions
July 2017 timeframe



FINANCIAL PLANNING
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KEY FINDINGS



70% do not have a 360° view of their members



60% of the respondents simply don't have the tools available to retrieve insights from their data



Entirely manual



'Pre-canned' reports



Business Intelligence tool

OTHER FINDINGS

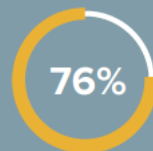
Lack of automation results in a particularly heavy admin burden for staff and volunteers.

Event management:



43% of respondents rely on a manual or semi-manual process to reconcile payments when running events.

Accreditation and CPD programs:



76% of those who run accreditation programs use manual tracking for part of the process,



while 57% have a manual element in managing their professional development programs.

Payment collection:



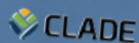
63% have a manual element to tracking member payments for various items such as merchandise, events or training; with a third of those handling an entirely manual process including manually sending invoices and chasing up payments.

Managing member information:



Association membership typically involves lots of changes to process, but 40% lack a 'single source of truth' central database and rely on multiple databases and manual processes to keep data up-to-date.

WHITEPAPER AND PERSONALISED REPORT



GOING FULL CIRCLE

How Australian associations need a 360° view to better service the empowered member.

We all expect a highly personalised experience from the organisations and services we interact with. We've been programmed to - you don't have to think further than your Netflix suggested watch list or the recommendations Amazon makes for you based on past purchases.

It's no different for your members. In this 'Age of the Customer' they too will be expecting a similar experience from your association.

Yet, Clade's recent research¹ into Australian associations' technology uptake shows that a startling 70% of associations don't have a 360° view of their members - information they could be using to improve member services, enhance the member experience and help to grow member numbers.



70% of associations don't have a 360° view of their members

Read more about some of the challenges facing Australian associations around member personalisation and explore how the right technology can deliver the insights that help you to better service your members.

The impact of the empowered member

According to leading research house Forrester, we are well into the 'Age of the customer', a new reality of how consumers interact with organisations. Exposed to a whole world of choices and emboldened with their social networks and smartphones, today's customer is at the centre of the brand universe and well and truly in the driver's seat.

In such a position of power, customer expectations skyrocket. This consumer wants to be treated as an individual and assumes that their unique needs will be understood. For organisations in this new world, brand loyalty becomes harder to earn and maintain - as customers are more likely to switch to a new brand or service if they are not happy with their existing experience.

What this means for associations: If your members don't feel engaged with your association and don't believe they are getting enough value for their fee investment, they are less likely to renew their membership and will start to look at competing options.

Like all consumers today, your members have an increasing array of distractions competing for their attention and dollars. To maintain the interest of your existing members and to attract new people, you need to ensure that you are engaging them in a way that is relevant and meaningful to them.

Yet, the Member Loyalty Study by Community Boards found that 47% members still receive content from their associations that is not personalised. This experience may have an impact when it comes to renewal - and your own member feedback could be telling you so.

PERSONALISED REPORT

Association

Breakdown of your Association's results



GOT MEMBERS? Get Connected
Cloud-based Association Management System

Your association scored **1.40**
compared to an average **2.02**

Tips for Improvement



Turn-key event management systems are one thing, but consider the value in having seamless transfer and integration of data across your EMS, ERP and CRM.



Online self-service training and accreditation programs can create huge efficiency savings and member value-add. To keep members engaged, consider a credits/ rewards system across multiple training modules.



Automated payment solutions are not optional in any modern association. But is this information linking to other areas of your organisation allowing you to track individual member activity and gain insight?



Running an association can be tough. Not being able to see a complete history of each individual member's interaction with you limits your scope to make informed decisions on how to navigate the evolving landscape.



Even if you've got all your member interaction across departments digitally recorded and integrated, why make it difficult to visualise? Customised dashboards and displays can be a huge value-add.



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www.clade.com.au/association-benchmark-survey



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Got Members? Get Connected with CAMS

Cloud based solution based on
Microsoft Dynamics 365