

BEST PRACTICE IN MEMBERSHIP ENGAGEMENT

Imogen Osborne, The Pulse Business

@PulseBusiness

e: imogen@thepulsebusiness.co.uk

www.thepulsebusiness.co.uk



The Pulse Business

Where your opinion matters

AGENDA

- * **Some statistics**
- * **Why run a Pulse Survey?**
- * **How to Make the Most of Your Pulse Survey**
- * **How do Pulse Surveys Differ from Engagement Surveys**
- * **Advantages and Disadvantages of Using Pulse Surveys**
- * **7 Steps to Implementing a Successful Pulse Survey**
- * **Best Practice Pulse Survey Questions**

SOME STATISTICS

- * **Single question Pulse to c100 DGs/membership directors of UK Trade and Membership Associations**
- * **We asked them to share their views on the best way to gauge membership satisfaction**
- * **The results were as follows...**

BEST PRACTICE PULSE RESULTS - MAY 2021

Q: WHICH ONE OF THESE, IF ANY, IS THE BEST WAY TO GAUGE MEMBER SATISFACTION?

33%

ANNUAL ENGAGEMENT SURVEYS

11% FOCUS GROUPS
22% REGULAR CHECK-INS
11% INDIVIDUAL MEMBER CHECKS
22% OTHER

BEST PRACTICE IN GAUGING MEMBER SATISFACTION

Annual membership survey is useful for providing metrics/benchmark	Smaller Focus Groups unlock the 'drivers' that sit behind the survey results
Constantly listening to members' feedback	Member retention as a measure
Querying apparent trends	NPS scoring
Ensure individual members' needs are being met	Independent structures of monitoring and evaluation
Not an isolated exercise	Do not succumb to the noisy majority

BEST PRACTICE PULSE - MAY 2021

“WHILST IT'S IMPORTANT TO ENGAGE REGULARLY WITH MEMBERS INDIVIDUALLY - AND TO GET QUALITATIVE FEEDBACK - YOU CAN'T BEAT **A STRAIGHT-FORWARD 'MEMBER HAPPINESS' SURVEY** AT LEAST ONCE A YEAR TO DEMONSTRATE PROGRESS/TREND ON OVERALL CUSTOMER SATISFACTION TO BOTH THE MEMBERS AND THE ORGANISATION'S TEAM.”

TRADE ASSOCIATION CEO

SOME STATISTICS

- * **74% of associations use online membership surveys to track member satisfaction**
- * **78% of associations that have seen a renewal rate increase in the past year also have a tactical plan to increase engagement**
- * **External surveys generate responses from 5-25% (depending on how 'engaged' the audience is)**

Sources:

Membership Marketing Benchmarking 2020 report: 765/32,047 - 2.4% response rate (survey was open for seven weeks) run by Marketing General Smart Survey, Customer Thermometer

SOME STATISTICS

The 2020 Membership Marketing Benchmarking Report also identified the top six reasons associations believe their members do not renew their membership:

- * **43% say it's because of a lack of engagement with the organization**
- * **29% say it's due to budget cuts/economic hardship of company**
- * **28% say members can't justify membership costs with any significant ROI**
- * **25% say its because members left the field, industry, or profession**
- * **25% say it's because members forgot to renew**
- * **25% say it's because of a lack of value**

WHY RUN A PULSE SURVEY?

- * An efficient way to gather 'real-time' data on what's driving member satisfaction
- * A fast track to the 'back story', what's influencing sentiment, to unpick what's actually going on, add context so you can adapt and grow the membership experience
- * Sometimes the feedback makes for uncomfortable reading but when it's good...it's really good!
- * By sharing the results with everyone including those who didn't respond i.e. the silent majority, you have an opportunity to build trust and this will help increase response rates over time
- * Gives you an ability to benchmark performance over time and identify the sweet spots in your membership experience

HOW TO MAKE THE MOST OF YOUR PULSE SURVEY?

A lot of thinking should go into the question design -

- * Make every question count - sometimes one is enough!
- * Keep it short and simple - don't ask too much
- * Ask direct questions
- * Avoid leading/biased questions
- * Speak your respondent's language
- * Use response scales e.g. strongly agree
- * Avoid grids/matrices and yes/no questions

HOW PULSE SURVEYS ARE DIFFERENT TO ENGAGEMENT SURVEYS

- * Built around the belief that everyone is time-poor
- * Designed to engage with the audience in an emotionally effective way
- * Smart way to build trust with your audience because you have time to act on the results

ADVANTAGES AND DISADVANTAGES OF PULSE SURVEYS

Advantages

Speed

Visibility

Fast results

Disadvantages

Light read

Intimacy

Time-sensitive

SEVEN STEPS TO IMPLEMENTING A SUCCESSFUL SURVEY

1. Set a top-line goal for your Pulse survey
2. Nominate an owner inside the organisation to report back on the results and ensure these are acted upon
3. Reserve time to review the findings
4. Act on the insight
5. Keep your questions short and punchy
6. Less is more
7. Celebrate your successes (spread the word)

BEST PRACTICE PULSE SURVEY QUESTIONS

- * Overall, how happy are you with your membership right now?
- * Which one of these, if any, should be the top priority for our association?
- * What one thing, if any, could we do to improve your membership experience right now?
- * Which one of these membership services, if any, do you value the most?
- * How good are we at representing our industry?
- * What one thing, if any, is keeping you awake at night?

CLOSING THOUGHT

“Without data, you’re just another person with an opinion.”

W. Edwards Deming, Data Scientist



The Pulse Business

Where your opinion matters