



# MEMBER RETENTION AUTOMATION

Assess member sentiment, significantly improve your ability to retain members, increase recurring revenue, and maximize member lifetime value.

The 2018 ACCE Operations Survey reports average member retention is ~85%, with **first year average member retention at-70%. Some Chambers report first year retention as low as 40%.**

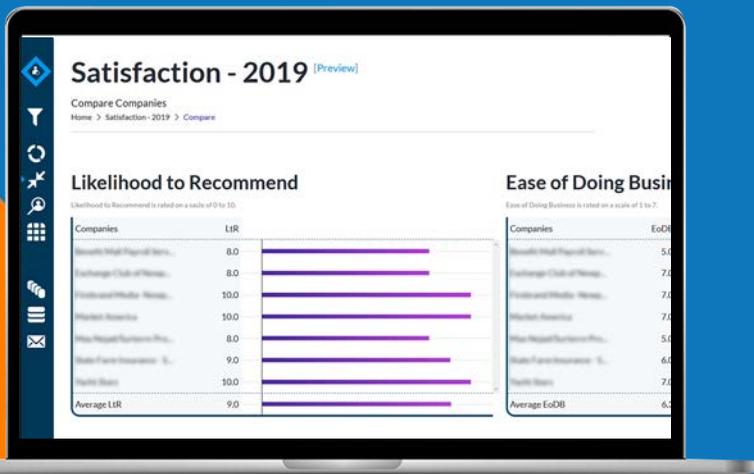
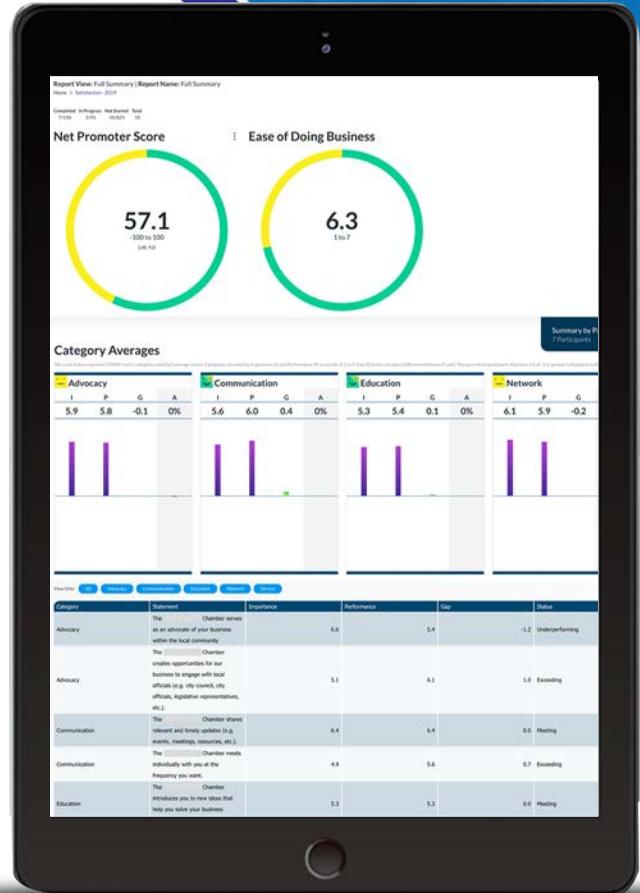
We know the adage “it’s cheaper to keep a client then acquire a new one”, but most Chambers spend far more time and money on prospecting new customers versus retaining current customers, **when a mere 3-5% increase in retention can have a significant impact on net income.**

## THE PROBLEM:

- ◆ With limited resources and budget, most Chambers spend their time on their larger members or the ones that make the most noise, ignoring the rest.
- ◆ Many Chambers don't know they are losing a member, until it's too late to keep them.
- ◆ Even if CRM software is used, feedback entered into these systems is self-reported by Chamber team members, often resulting in biased and inconsistently entered data.
- ◆ While market research surveys can be used, they are often not consistently deployed, only provide results at the summary level (not member by member), and can be time consuming and expensive.

## STAMP HELPS YOU SYSTEMATICALLY:

- ◆ Determine what is most important to members
- ◆ Measure performance against importance/expectation
- ◆ Provide real time alerts on under performance against member expectations
- ◆ Identify key playbook actions to improve member sentiment and retain members
- ◆ Track trends over time with benchmarking against peers
- ◆ Integrate additional Chamber data, fueling predictive analytics and continuous learning
- ◆ Synchronize with existing Sales/Marketing Automation Platforms



- ◆ STAMP allows you to view results on multiple levels, starting at the individual level and rolls up to the member company level and segment level.
- ◆ STAMPing members is an iterative process. Connect with members months before their renewal so you can address any issues and take the action required to retain at-risk members.

And getting STAMP up and running only takes a few hours of effort. Your time is spent interacting with your members, not administering the STAMP platform.