

How do you rate in attracting and retaining your members?

Are you providing real value to your members?

Experience has shown that most member organisations don't link their performance to the quality of their member relationships. While the value of member satisfaction is difficult to quantify, it is critical that organisations understand the effectiveness of their member management strategies.

This is very important in a competitive environment where members are more discerning with their spending. The loss or potential loss of members is a genuine commercial risk facing member organisations.

Managers need a strategic tool to assist them address the following key questions:

- **How satisfied are our members?**
- **What do our members think we are doing well?**
- **What strategies could give us an edge in attracting and retaining members?**
- **How can we provide more value to our members?**



In response to these issues, Access Management Corporation (AMC) has developed a new management tool.

A new approach to getting results!

Member Results Survey

The Member Results Survey from Access Management Corporation (AMC) provides you with an edge in managing your member relationships. Unlike any other instrument, the Member Results Survey provides a number of key benefits:



- Identification of the most frequently used member management strategies
- An opportunity to seek tailored feedback from members
- A selection of detailed reporting options for use by management in developing member strategies
- The opportunity to compare historical data from your previous Member Results Survey
- The survey process is managed independently of the organisation

The Member Results Survey is efficient, allows for personalised responses and is totally confidential for respondents.

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Investment

Member Results Survey Fees

The Member Results Survey (MRS) is capped at a **maximum fee of \$660** (incl GST). This is exceptional value. From a financial perspective, if participation in this survey helps to retain one member, the investment is recovered many times over.

MRS comparative reports provide the added benefit of tracking results between two consecutive surveys OR benchmarking results against external organisations in the same industry sector. Comparative reports are provided for an additional investment (where data is available).



If you would like an obligation free opportunity to tour the administration, survey and reporting components of the MRS, please contact Jenny Eager (Senior HR & Education Consultant) on: (07) 3393 2833 or jeager@accessmc.com.au.

The Real Cost of Member Turnover (3 Scenarios)

Assumptions	Scenario 1	Scenario 2	Scenario 3
No. of Members	100	500	1000
Annual Membership Fee	\$250	\$350	\$450
Average Member Lifetime (Years)	5	5	5
Lifetime Value of a Member	\$1,250	\$1,750	\$2,250
Impact on Organisation of Annual Loss of 20% of Members	\$25,000	\$175,000	\$450,000
Benefit of Strategies Arising from MRS (Reduce Loss of Members by 50%)	\$12,500	\$87,250	\$225,000

