



Loyalty[®]

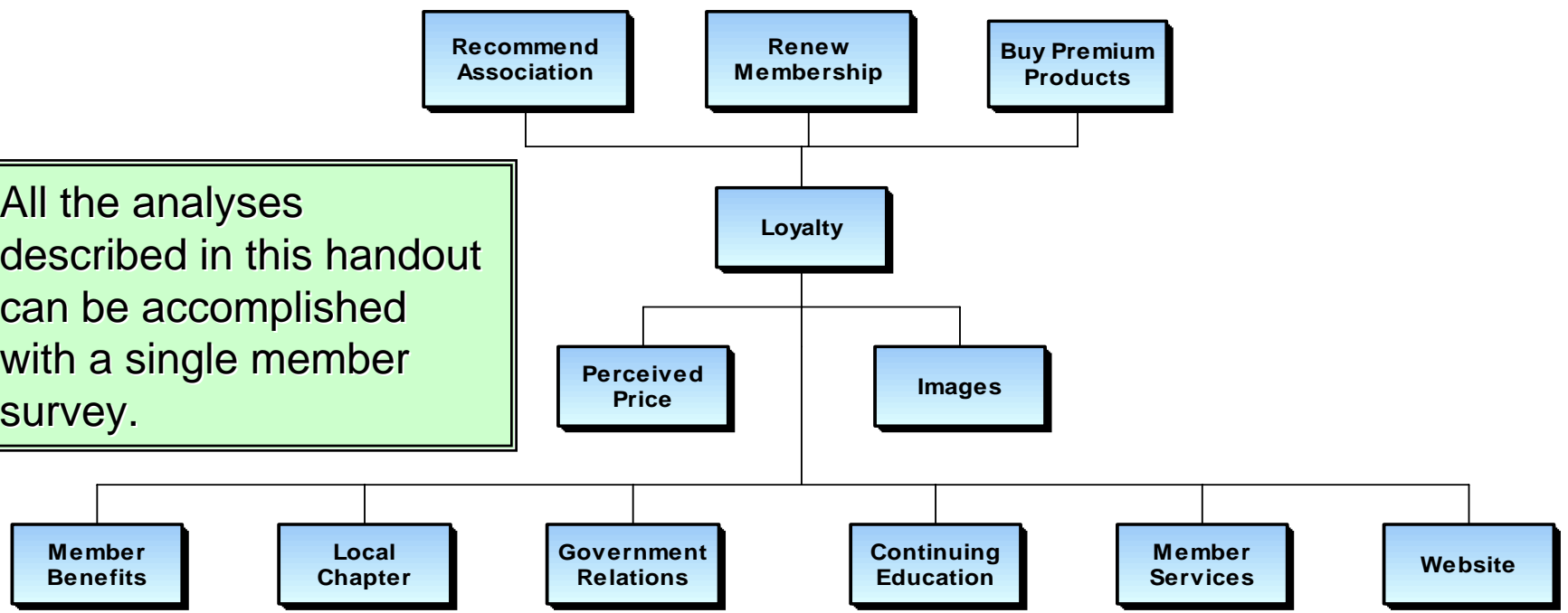
RESEARCH CENTER

- Increase member retention.
- Acquire more members that are better for your association.
- Assess your benefits to determine what needs to be improved or possibly eliminated.
- Determine which processes need to be improved and prioritize them.
- Measure and manage the relationship you have with your members.
- Provides more diagnostics than satisfaction studies with results that are actionable.

Loyalty Model

In our research model, the desired behaviors (recommend, renew, and buy) are driven by loyalty, which in turn is driven by images, dues, benefits, and experiences. Our mathematical models calculate the key drivers of value for your association's membership, as determined by members' perceptions.

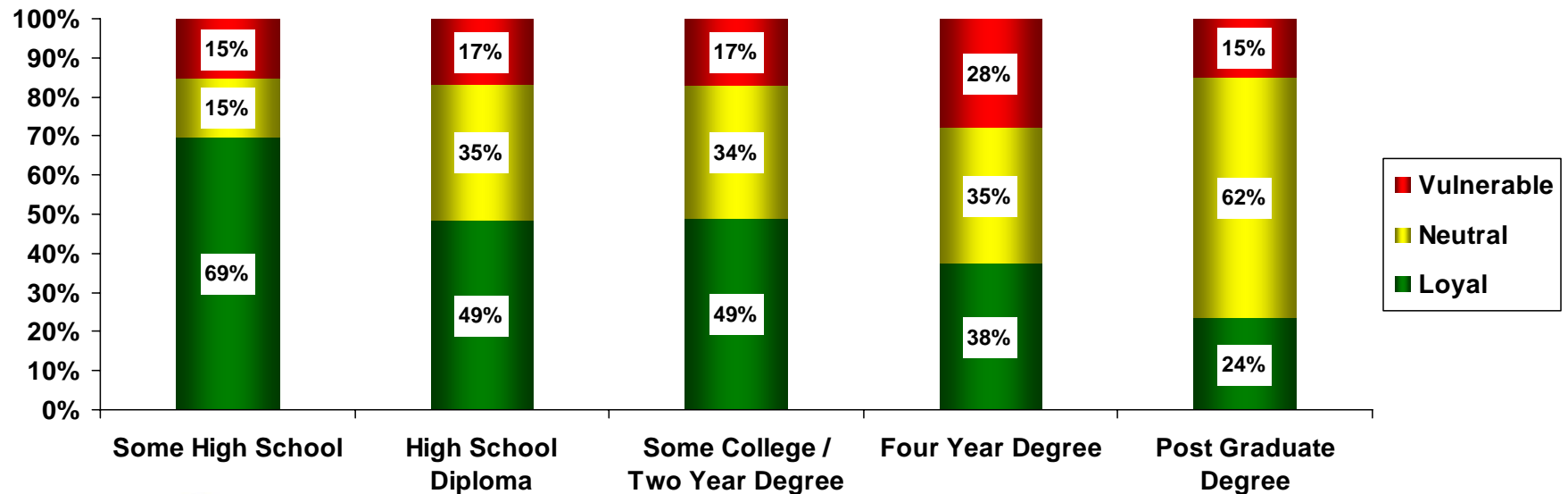
All the analyses described in this handout can be accomplished with a single member survey.



Loyalty Profiling by Segment

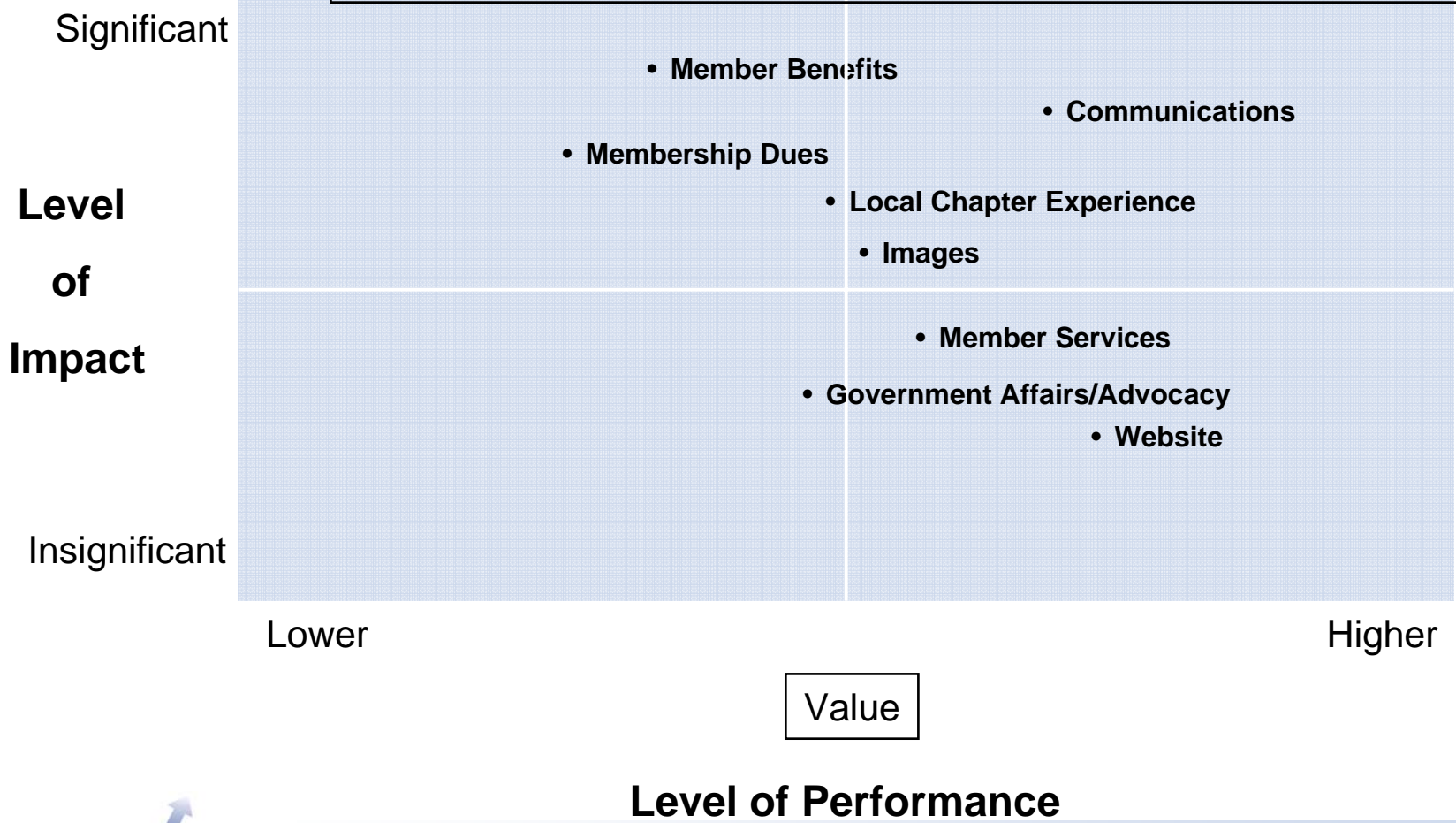
This analysis shows where loyalty segments exist, and which segments are more loyal (or less loyal) to your association. This allows for the development of demographic and behavioral profiles of loyal and vulnerable members, and ultimately, more precise targeting of marketing communications and other retention efforts.

This can also be used to fine-tune acquisition efforts.



Value Driver Analysis

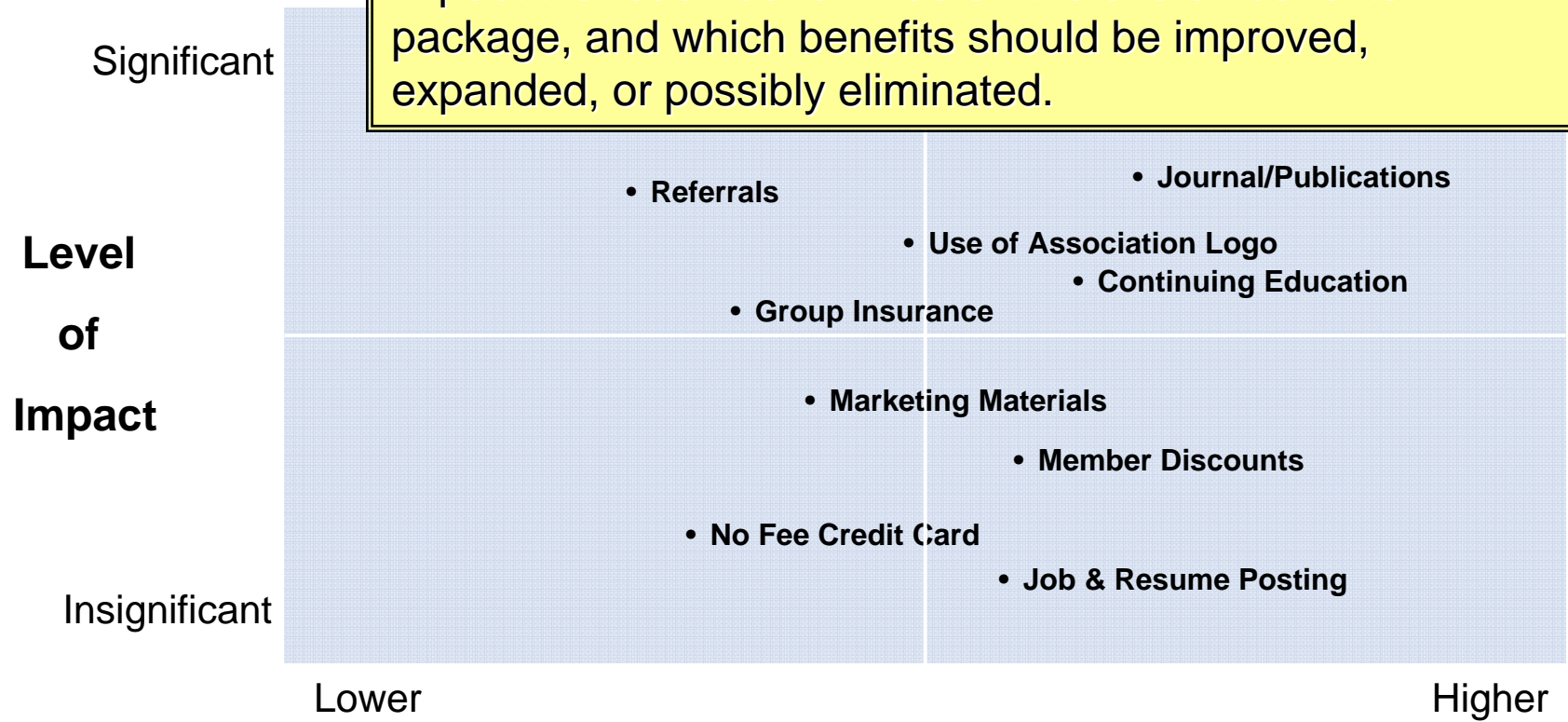
This analysis shows what drives the perceived value of your membership and which drivers need to be improved.



Value

Benefits Assessment Analysis

Using member feedback, this analysis calculates the impact that each benefit has on the overall benefits package, and which benefits should be improved, expanded, or possibly eliminated.

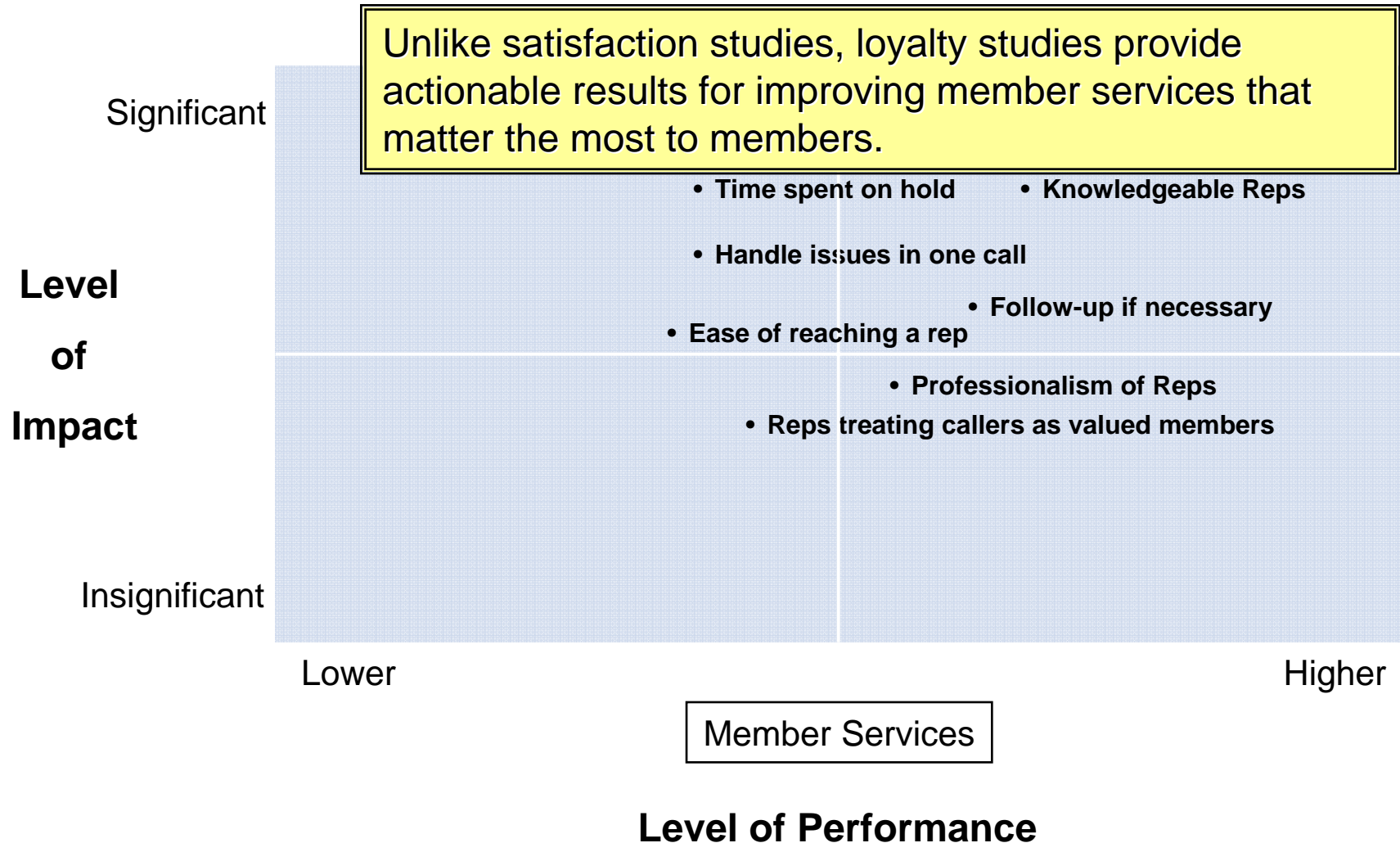


Member Benefits

Level of Performance

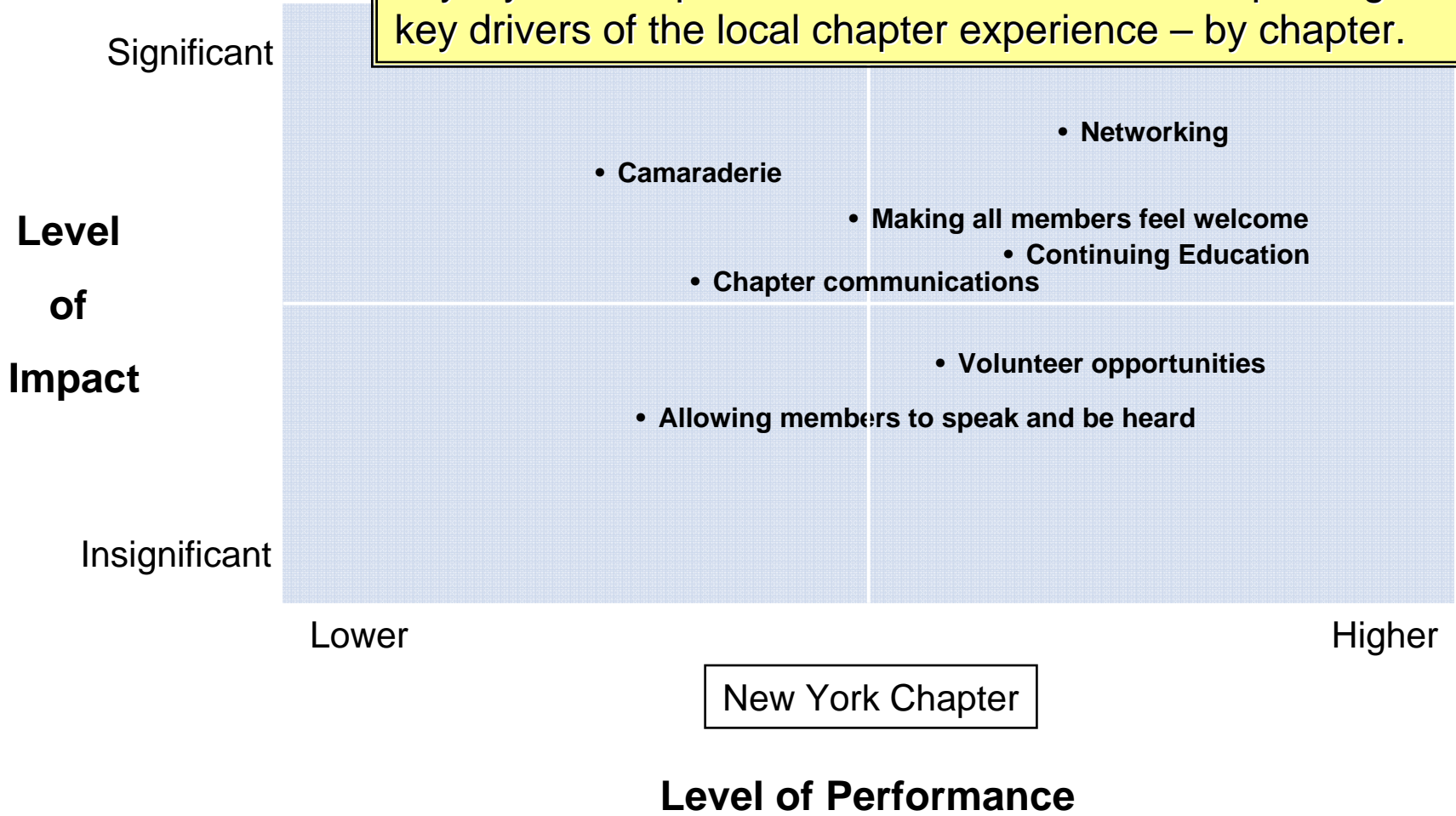


Process Improvement Analysis – Member Services



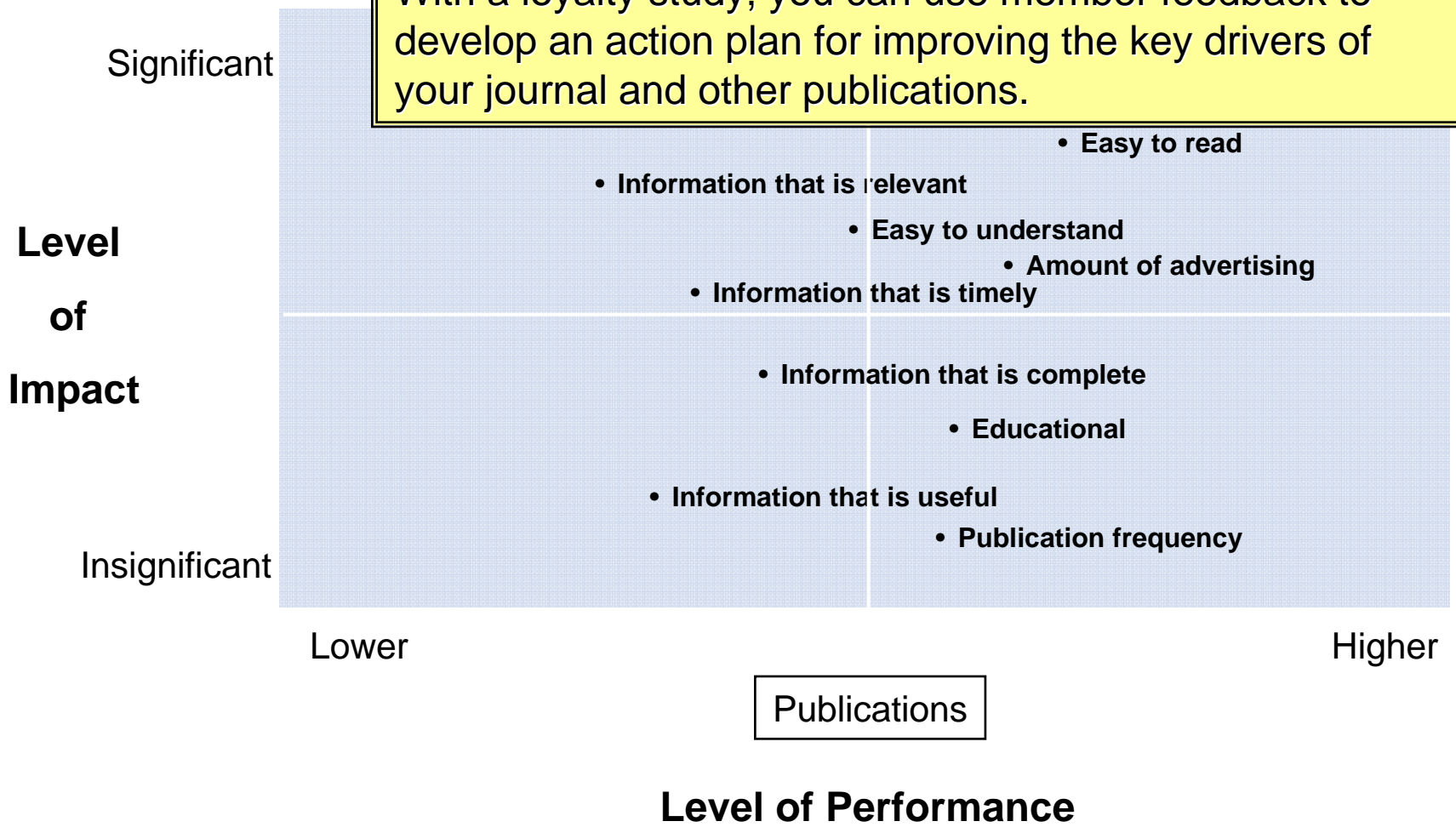
Improvement Analysis – Local Chapters

Loyalty studies provide actionable results for improving the key drivers of the local chapter experience – by chapter.



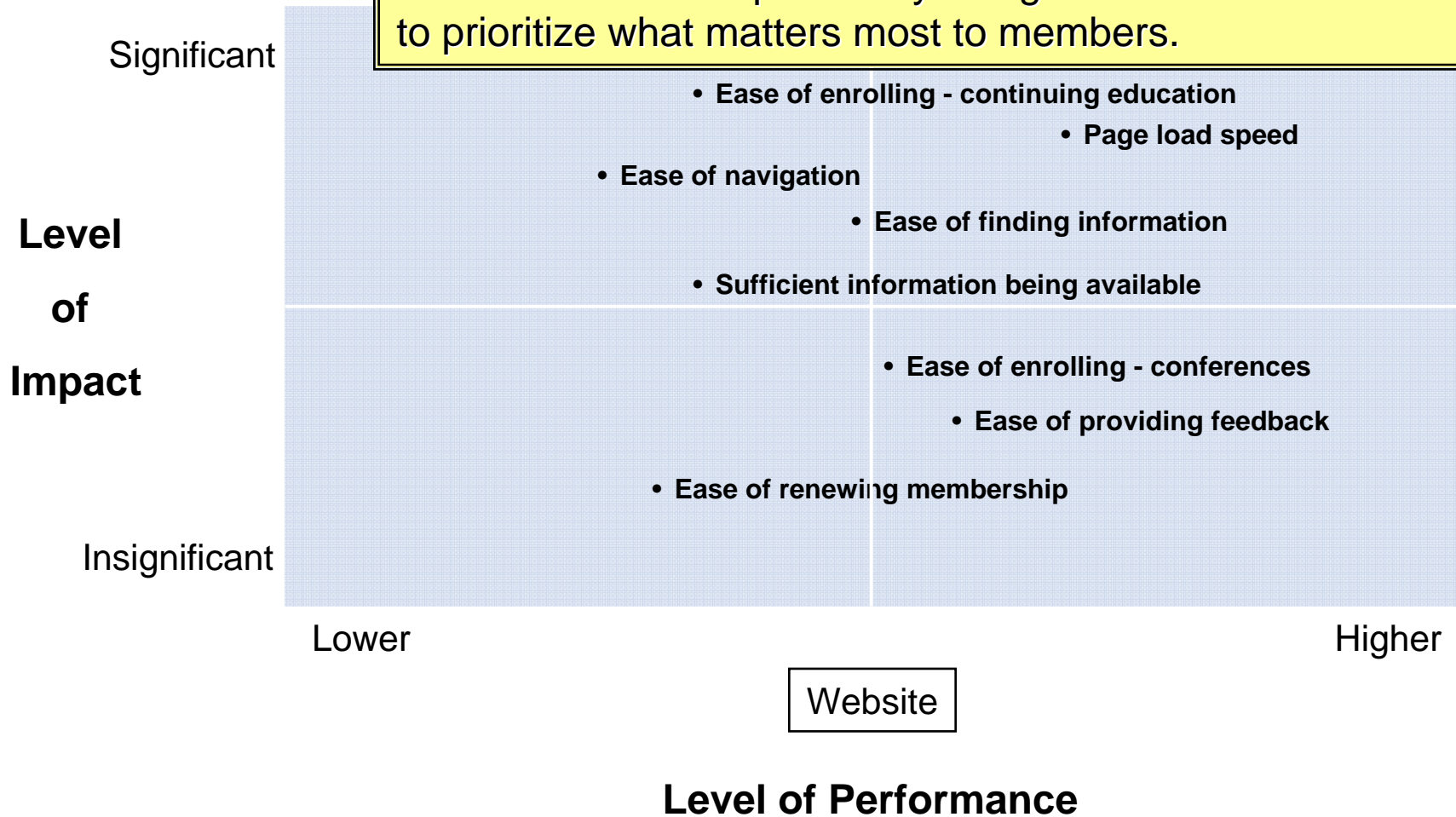
Improvement Analysis – Publications

With a loyalty study, you can use member feedback to develop an action plan for improving the key drivers of your journal and other publications.



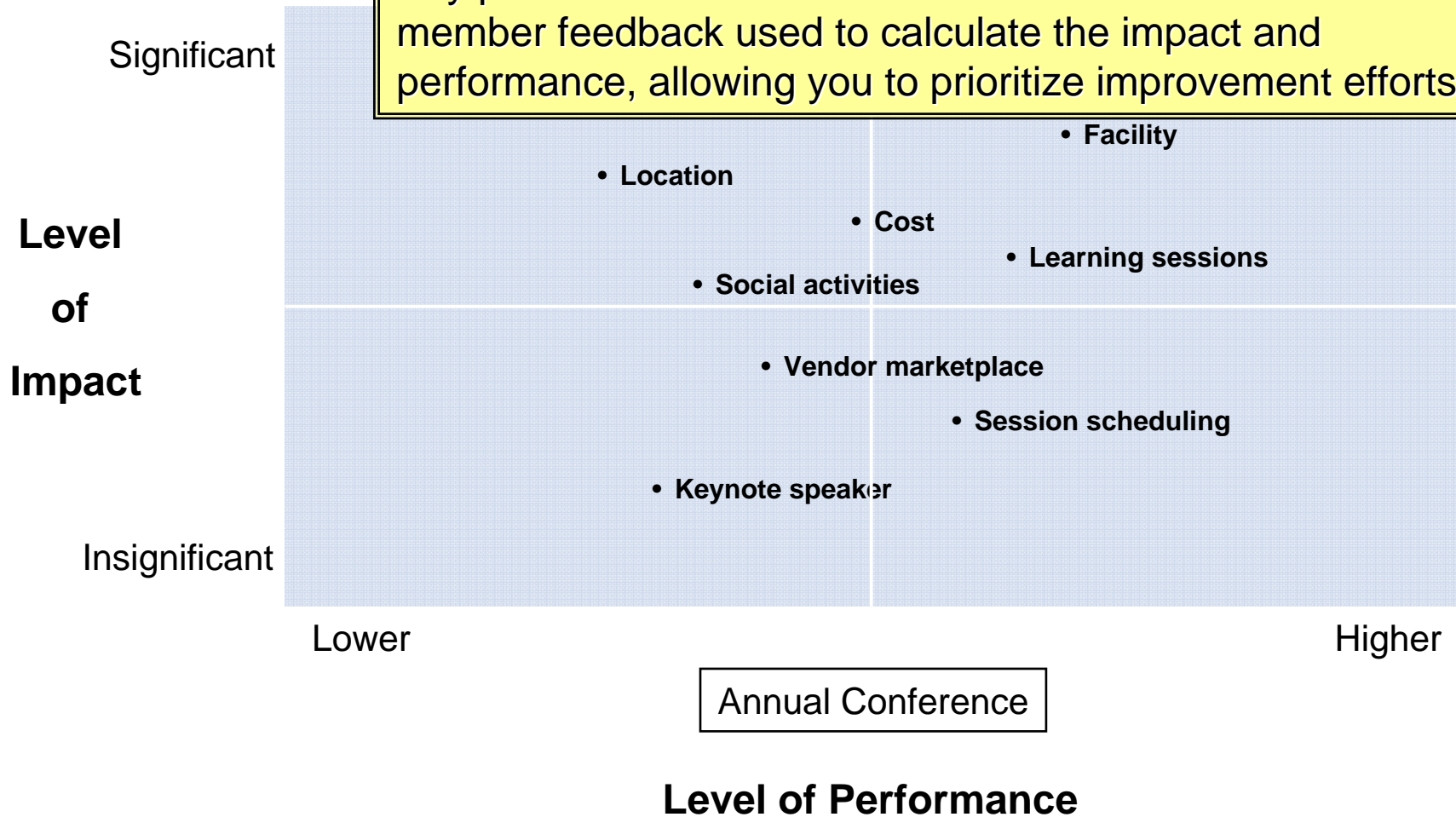
Improvement Analysis – Website

Websites can be improved by using feedback from members to prioritize what matters most to members.



Improvement Analysis – Annual Conference

Any process area can be broken down into its attributes with member feedback used to calculate the impact and performance, allowing you to prioritize improvement efforts.



Priority Analysis

Using member feedback, this analysis provides a prioritization of improvement efforts for key drivers based on their overall contribution to the value of your membership, the percentage of members affected, and their performance by loyal members compared to vulnerable members.

| Key Drivers | % Contribution to Value | % Respondents Impacted | % Excellent/Very good | | |
|----------------------|-------------------------|------------------------|-----------------------|-------------------|---------------------|
| | | | Loyal N=2630 | Neutral N=1090 | Vulnerable N=140 |
| Member Services | 28% | 12% | 83% | 67% | 35% |
| Images | 19% | 100% | 93% | 87% | 76% |
| Member Benefits | 18% | 99% | 78% | 52% | 15% |
| Local Chapter | 13% | 100% | 95% | 77% | 71% |
| Website | 11% | 52% | 75% | 45% | 40% |
| Government Relations | 10% | 98% | 59% | 43% | 0% |

Verbatim Analysis – Suggestions for Improvement

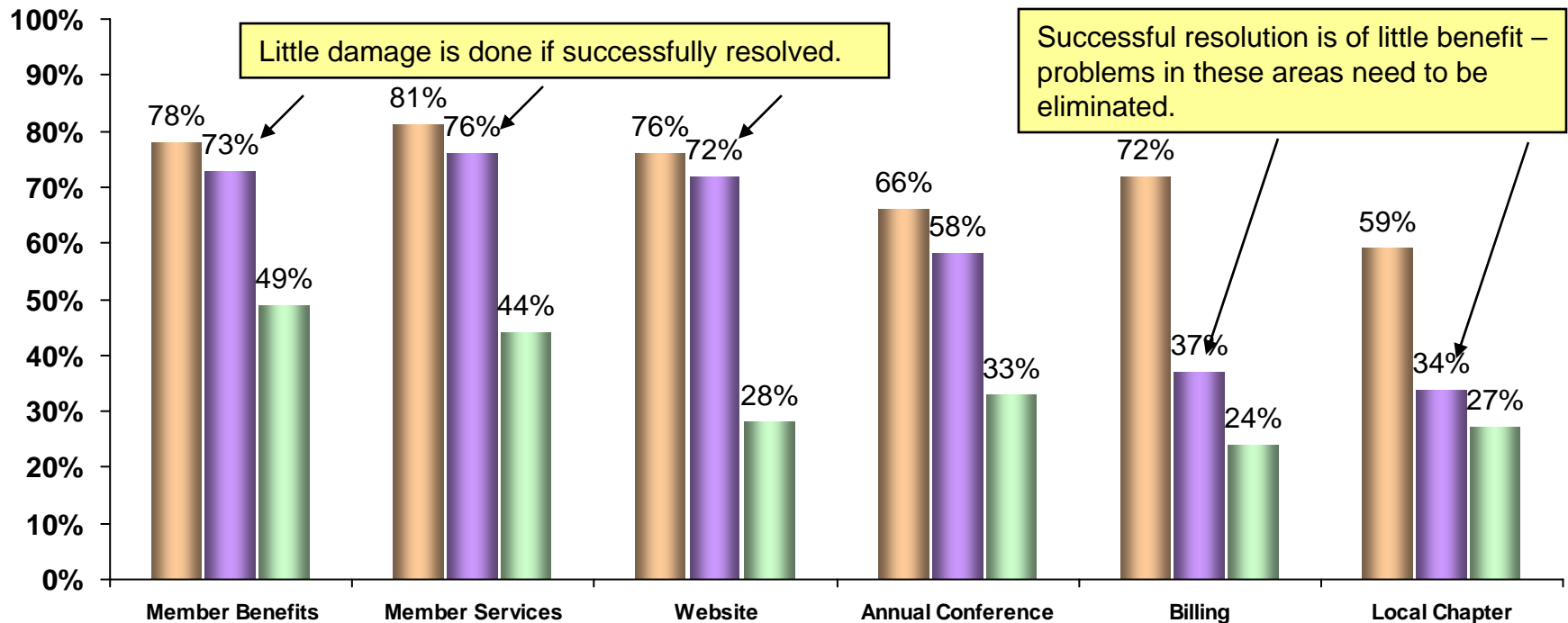
| Areas For Improvement | Segment 1 | Segment 2 |
|--|-----------|-----------|
| Price | 144 | 6 |
| Website | 87 | 14 |
| Textbook/training materials | 73 | 22 |
| Exams | 69 | 19 |
| Communication | 35 | 6 |
| Policies/regulations | 33 | 17 |
| Member Services | 31 | 15 |
| Suggestions for program expansion | 25 | |
| Language issues | 24 | |
| Exam Administration | 14 | |
| Sales Representatives | 13 | |
| Length of class | | 12 |
| Billing | 9 | |
| Availability of instruction/exam locations | 1 | 11 |
| Hours of operation | 8 | |

Verbatims are content analyzed and used with quantitative analyses for more robust results and delivering insights for change management.

Problem Analysis

Our problem analysis shows which problem types do relatively little damage if successfully resolved, and which ones need to be prevented from ever occurring.

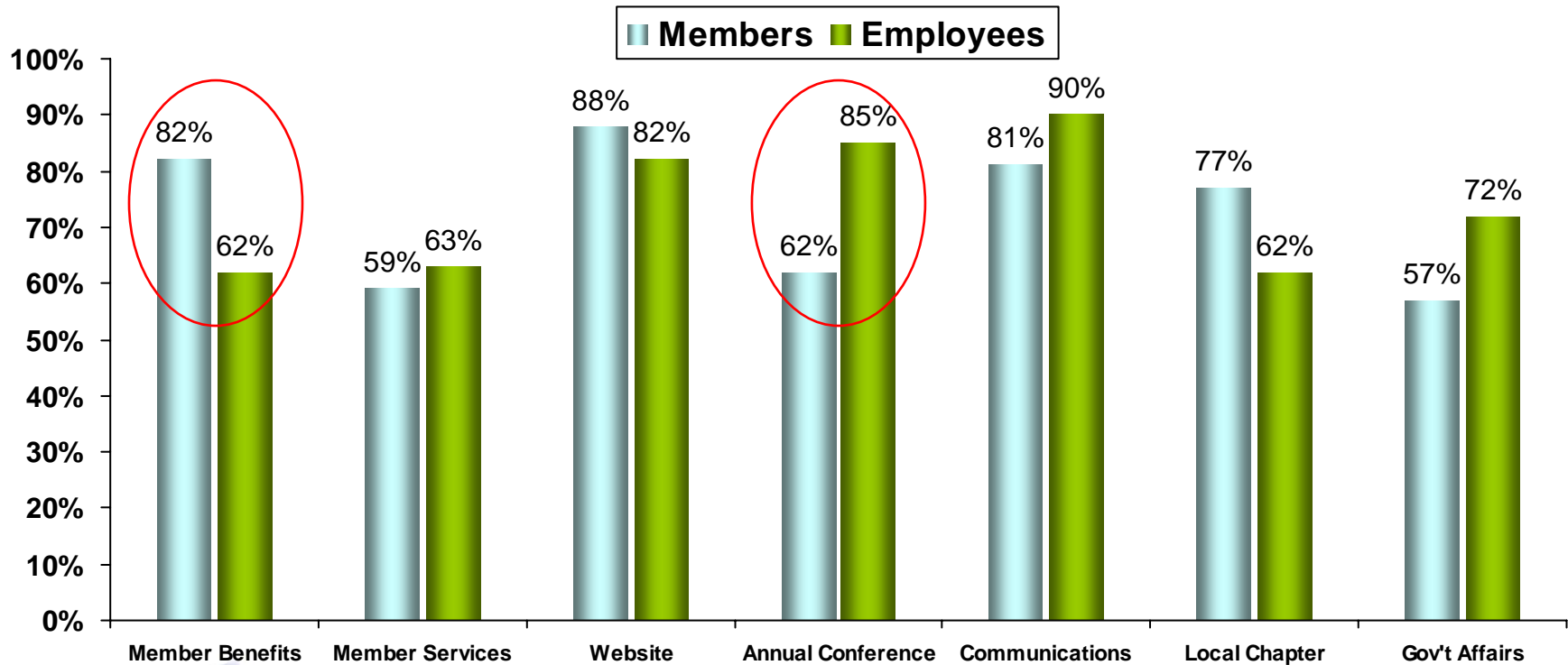
■ No Problem ■ Resolved Problem ■ Unresolved Problem



Percentages in the graph indicate the percentage of respondents who give an "excellent" or "very good" rating.

Member / Employee Gap Analysis

This gap analysis uses a separate employee survey (employee mirror) to gauge how well employees understand members' perceptions. Employees can serve members better, the more employees understand how members view the association.





Larry Seibert, Ph.D.

Practice Leader
(Associations)

- Member Retention
- Benefits Assessment
- Member Segmentation

931 E. 86th St. Ste. 120
Indianapolis, IN 46240
317.466.5004 Direct
317.465.1991 Fax

lseibert@loyaltyresearch.com
<http://www.loyaltyresearch.com>