

Member**Evolution**

Build • Value • for • Members

Member
management
solutions have
Evolved



Introduction

Today's Best-in-class Member Management CRM Deployments are Experiencing a 22% Reduction in Operating Costs, and a 27% Increase in Profit Efficiency.

Member Evolution can provide your organisation with a more advanced system than your typical CMS website can offer.

To begin with, Member Evolution consists of a complete end-to-end solution that incorporates everything from your front end website to your back end database including CRM capabilities. CMS providers typically offer a front end website and a member directory, neither of which offer any CRM or business intelligence capabilities.

There are several reasons why your organisation should consider a complete end-to-end solution incorporating CRM, some of which are covered in this document.

Application Integrations

When organisations use siloed and independent applications, staff must often rekey information into different applications, port data back and forth between systems to run their business. Staff must also implement a third party business intelligence solution to enable company wide data mining and reporting.

End-to-end solutions store data from all modules across all business units within the same centralised database. Each element of data is entered and stored only once within the database which is automatically updated in real time across all parts of the business that need it as it's edited by any authorised party.

This provides several key benefits:

1. eliminates time previously spent re-entering data
2. removes duplicates and improves accuracy of information, and
3. helps staff meet member requirements faster and more accurately.

End-to-end solutions can also manage electronic records such as memberships, events and conference registrations, invoices and other electronic forms. This saves the organisation time and money by giving staff the ability to efficiently search and retrieve documents saved electronically. They can retrieve documents from their business desktop computer or any internet connected device including tablets and smartphones, instead of manually searching for them in filing cabinets. Online document storage also reduces the possibility of loss or damage to valuable client records including journals, membership agreements and registers, period-end reports, and all standard reports.

Role-based permissions configured within the CRM safeguard data so users can access only the data they are approved to see, in a secure yet efficient manner. Audit trails and revisions allow organisations to easily track and reverse any changes made to the data, with access allowed by the person who modified it. Unauthorised users do not have the ability to make any changes however can be provided with viewing right if required.

Did you Know?

"Organisations that deploy a best-in-class CRM solution reduce their operational costs by an average of 22%. This allows for 22% more time dedicated to proactive member management and not repetitive administrative actions."

Real Time Reporting and Analytics

With traditional CMS websites and isolated solutions, managers or executives wishing to analyse data would need to search through multiple databases and modules, then import that data into a spreadsheet for examination. However this can be extremely time consuming and cannot provide real-time data trend analysis.

Traditionally, information quality is characterized by a number of factors, which help to measure the data delivered to users (freshness, precision, comprehensiveness). The process of data collection, consolidation and unification can be incredibly time-consuming within a typical business workflow. Fragmentation of data often results in the need for complex and costly business intelligence software to tie together data to a usable point.

Member Evolution allows users to access and analyse data across the entire organisation in a seamless manner using integrated views, reports or queries. Member Evolution's end-to-end solution provides flexible reports that consolidate data in real time, ensuring up to date information is presented. All data is related using a Google like engine to provide a '6 degrees of separation' view across the entire database which improves efficiency in trend identification, resulting in a more accurate decision-making process. The solution allows ad hoc queries to be easily completed giving users immediate access to information, which allows for greater visibility of statistics and trends enabling business insight aimed at improving performance.

Member Evolution's solution provides a sophisticated data "snapshot" which is a graphical interface that presents key performance indicators (KPIs), allowing staff and management to quickly and easily access and identify important events that require immediate attention. The drill-down 'data mining' capabilities enable managers and executives to quickly see transaction details, allowing for the identification of trends or the root cause of exceptions, entailing more proactive business decisions.



Did you Know?

"Organisations who have implemented a best-in-class Member Management CRM solution observe a 27.5% improvement in profit efficiency"

Drupal - Flexibility and Scalability

Member Evolution's end-to-end solution gives organisations the flexibility to adapt the system to meet their exact requirements. Drupal cloud software is a standards-based architecture that can support multiple databases, operating systems, and hardware platforms. Being built using Drupal, the Member Evolution solution capitalises on a proven system which can scale to meet existing and future requirements. As a result our architecture is faster, more efficient, and more scalable than competing solutions ensuring your needs are met both today and into the future.

The flexibility of Member Evolution makes it cost effective for organisations to deploy within their existing environments or modify their environments without extensive changes or customisations, improving efficiency. Our modern cloud-based architecture supports web services to interconnect with third party applications and mobile internet for extended reach. This gives organisations the ability to further improve efficiency by extending their internal systems to remote/mobile users, partners, and suppliers.



Drupal Highlights

- 71 of the Top 100 Global Universities use Drupal including: **Harvard, Oxford, Australian National University, Stanford, Duke, King's College London, Yale, Brown**
- Billboard Top 100 artists that use Drupal for their websites include: **Bob Dylan, Rihanna, Beyoncé, Michael Jackson, Mariah Carey, Dolly Parton, P!nk, Metallica**
- Non-For-Profit Organisations that use Drupal include: **Greenpeace UK, Amnesty International, Human Rights Watch, Oxfam International, United Nations**
- Government departments that use Drupal include: **Australian Crime Commission (ACC), National Library of Australia, Australian Prime Minister, The Whitehouse**
- High Tech Companies that use Drupal include: **AOL, Sanyo Australia, Dell, Nokia, Fed Ex, Yahoo!, Playstation, Sony Ericsson, Fuji My Pix, McDonalds Australia**

Did you Know?

"Organisations can increase their profitability by between 20% and 125% if they boost their customer retention rate by 5% (Peck, Payne, Christopher & Clark, 2004)."

The Bottom Line

Member Evolution was built specifically to support the membership management vertical market including Associations, Not for Profit, Clubs, Charities, Schools and other Community Organisations. As such, Member Evolution encompasses unique features and benefits that will allow you to get the most out of your organisation by streamlining marketing, member recruitment and retention, member support and financial processes. As a result you create an increased value proposition for members.

Outlined below are a set of unique features and benefits deployed by Member Evolution and a corresponding example of how it may improve your business processes and efficiency within your organisation.

1. Experience

Unlike many other solutions that sell their out-of-the-box solutions to anyone that will take it, Member Evolution deals strictly with clients within a specific vertical market. This means that we can use our extensive past experience and the knowledge gained to offer solid advice, giving an external perspective which will make sure that your solution works best for your organisation. Our team is 100% committed to helping our clients grow their membership business through an improved value proposition.

Example:

Our clients have benefited from our extensive knowledge of business and marketing strategies gained from years of specialising in working with similar organisations. These techniques can be taken to help improve membership sign up and retention rate within your organisation, significantly improving your value proposition.

Would you like to?

- ✓ *Gain valuable business and marketing experience proven to help similar organisations*
- ✓ *Work with a company that has built their product around your industry needs*
- ✓ *Be involved with a community of other similar organisations that share information and tips*



2. Online Learning and CPD

Member Evolution has a seamless integration with Australia's largest online learning marketplace, Webducate. This 'complete' integration is possible since both solutions are built on the Drupal framework by the same developer, Aspedia Australia. This seamless integration with Webducate not only gives you access to over 500 accredited and non-accredited training resources, but allows your organisation to sell training courses online, creating a new revenue stream for your organisation and improved value for members.

Example:

By offering accredited courses online, organisations can earn thousands of dollars per course. By offering the courses through your website and member portal, organisations can earn a significantly higher profit per course. Federal government figures show up to 70% cost reduction for online course delivery using a blended learning approach rather than traditional face to face models.

Would you like to?

- ✓ *Generate a new revenue stream for your organisation by delivering courses online*
- ✓ *Benefit from the ability to track CPD points online for your members*
- ✓ *Automatically assign CPD points upon event attendance or on consumption of online resources*

3. Renewal Automation

Member Evolution is configured to send membership renewal reminder emails on a preset schedule defined by you. This allows organisations to create any number of lead-up emails with your customised messages and schedule them to be automatically sent to the members, administration and finance contacts. This means that you will not need to send renewal emails or chase up customers to renew their membership - Member Evolution does it for you. The system will alert you when someone has failed to pay in order for you to schedule a follow-up call.

Example:

To increase your retention rates you can use these automated emails as a marketing tool by including Special Offers, Member Benefits, Early Bird Discounts and Express Payment options.

Would you like to?

- ✓ *Automate membership renewal invoices*
- ✓ *Have a system that sends preemptive alerts to members*
- ✓ *Provide enticements to encourage members sign up before their due date, such as an early bird discount*

4. Centralising Database

The Member Evolution solution includes a centralised database structure which collects and relates all data across the website, web forms, sign-up processes, surveys, member portal and member management database and CRM. This centralised database will eliminate double entry of information and make sure that all staff and management are working with the same information.

Example:

By centralising your database, your organisation can store all documents in the cloud. So your staff and management can quickly and efficiently access them from their computer, tablet or smartphone any time, any where for example in the office, home or from a members location.

Would you like to?

- ✓ *Be able to view or print a single report with a FULL view of all a members historic actions*
- ✓ *Store documents in 'The Cloud'*
- ✓ *Access all organisational data in office or off site*

5. Marketing List Segmentation

With the Member Evolution Solution marketing managers can in seconds create a list of users or members within a specific segment and then deliver a targeted communication piece to them via email, sms or social network platforms. Similarly you can uncover personal or business trends and statistics which until now were out of your reach and use this data to build improved processes, value and member engagement.

Example:

This system would be extremely useful when you want to mine data to improve your marketing. One potential use would be that staff would be able to dynamically create a list of website users and members who have visited an event or conference page but have not yet booked. You could then take this list and send out a direct marketing email or sms with a 'Time Running Out' call to action message or call them personally to entice them to enrol into the event or conference.

Would you like to?

- ✓ *Know if specific articles or categories of articles are being read more than others*
- ✓ *Target new training or seminars to a topic of interest trending upwards*
- ✓ *Create a new service offering or identify strategic alliance partners who can add value for members*

6. Sign up and Account Creation

With Member Evolution you will have the ability to sell and take payments for memberships online via the website and member portal. Unlike other solutions, Member Evolution's signup process will display multiple membership options for the member to choose from with pro-rata and anniversary date based membership options available. When people sign up through the website their profile is automatically entered into the CRM and all data is stored for future access removing double entry requirements.

Example: In competitive solutions membership, sign up is usually completed as either a simple webform or PDF document download. These are then manually processed requiring data entry to your membership management system for invoicing and payment processing. This whole process is now automated with Member Evolution, saving your organisation time and money by automatically storing the member details upon registration.

Would you like to?

- ✓ *Provide your members immediate access to your website and their member benefits*
- ✓ *Allow your members to immediately interact with member only content as soon as their registration is complete*
- ✓ *Save time and money by processing memberships online*

7. Multi-Price Point Memberships, Events, Resources and Products

Member Evolution offers the broadest range of membership plans available and the flexibility to easily tailor new plans to meet your specific needs, plans can be offered as a Pro Rata or Annualised fee. Member Evolution also allows you to set up a multi-price points for events and conferences that may include a recommended retail price for Non-Members and a range of discounts up to 100% for each Member Type.

Example:

The event management system increases membership value by allowing members to purchase discounted tickets to events. Members can bring along colleagues to events at discounted prices, providing you with great new membership opportunities. Non-members will be required to pay for full priced tickets, however will be shown the discounted ticket prices offering them an incentive to become a member.

Would you like to?

- ✓ *Offer FREE signup to certain events for Life Members*
- ✓ *Increase membership value by showing member discounts for events, resources and other products or services*
- ✓ *Improve membership retention rates by presenting total savings to members at the end of the year*



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Member Evolution was founded to provide dedicated solutions for the Membership Management Marketplace. Aspedia the founder were requested by multiple Associations and NFPs to develop a vertical market solution using their patent pending 'Intuit CRM' platform which addresses their specific needs.

Version 1 was launched in March 2009 with regular quarterly updates and two major product updates since. We are now on Version 4.0 and our solution has become recognised as one of the best value for money solutions on the global market for NFPs, Associations, Clubs and Charities looking to develop a custom business solution to streamline process, improve efficiencies and develop new revenue streams.

For further information

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