



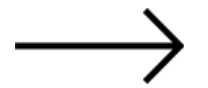
CAUSEIS PRESENTS

Digital Academy for Associations

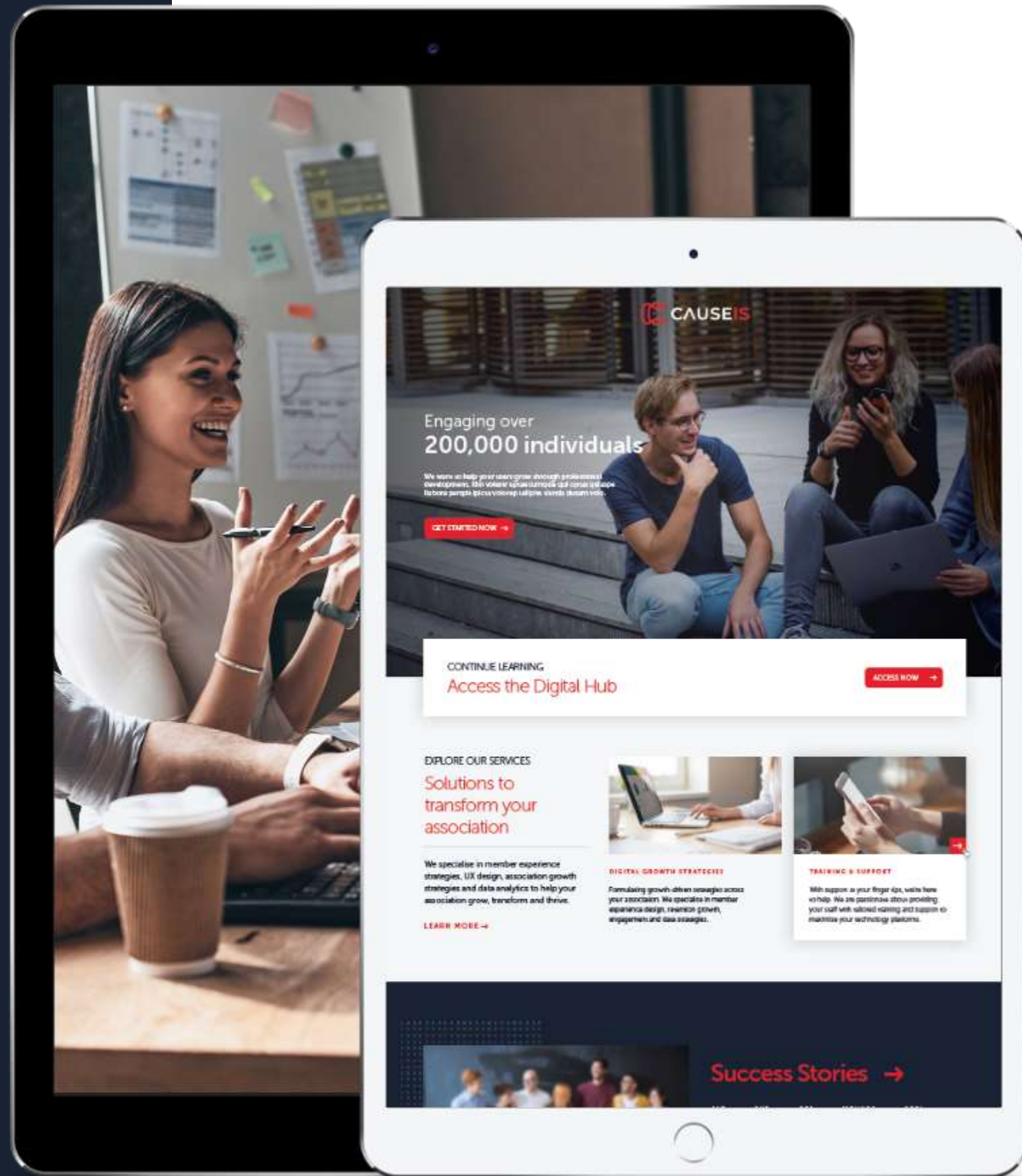
→ Course: MX Strategy: Acquisition
and Onboarding Journeys



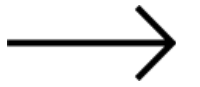
Digital Academy



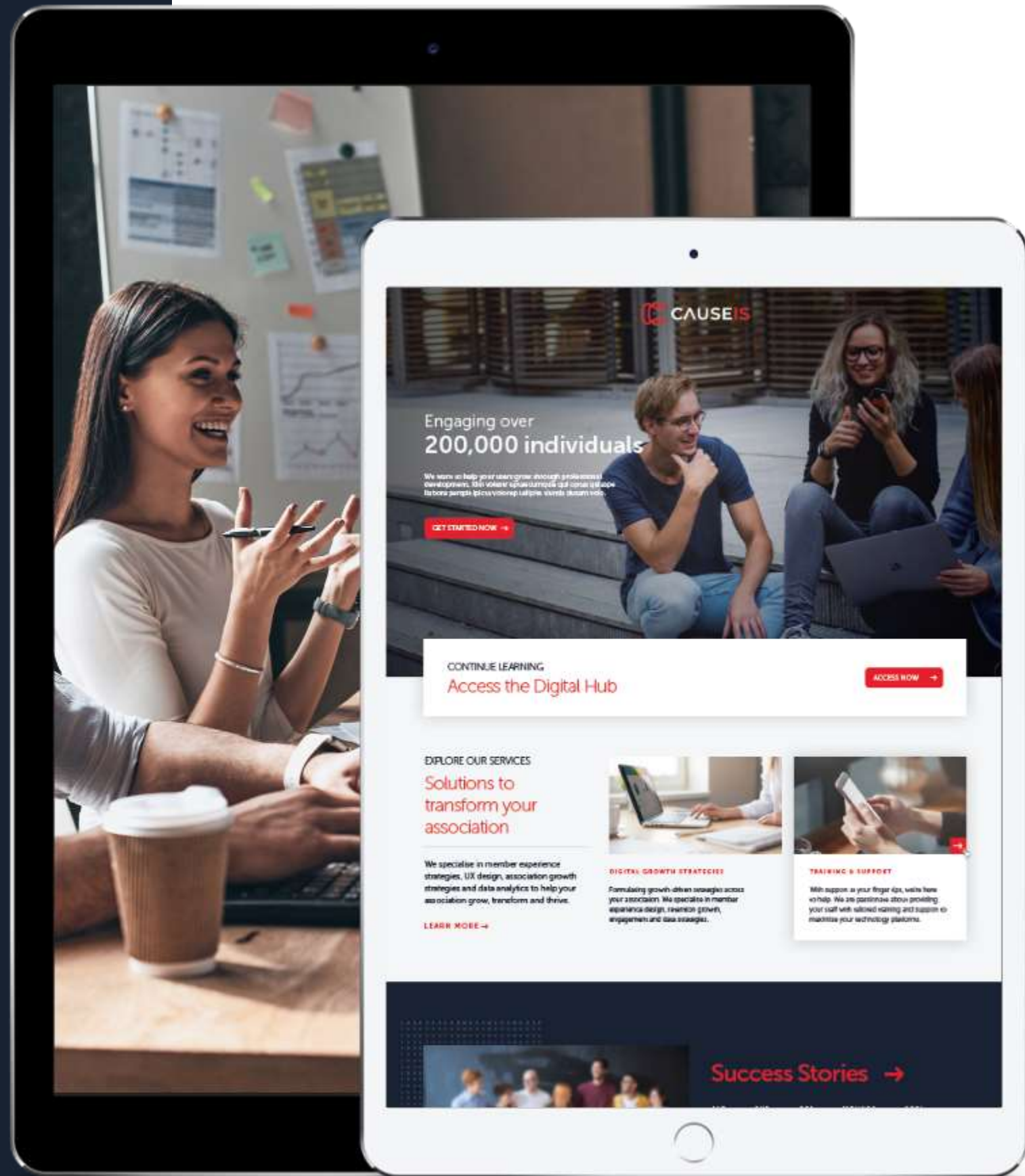
Welcome to the Digital Academy



- Time to focus on your Association Strategy
- Learn from other associations and your peers
- Use Member Experience techniques to shift your strategies
- Consider new culture, innovation and ideas
- Tools and frameworks to help you



About Causeis



Causeis exists to support associations.

We create digital experiences for your members, your staff and your association. Focusing on your growth, Causeis leverages best-in-class technology to enable your strategy and success.

Supported by AuSAE

The home for association professionals.

A place where you belong, connect with others, advance your career and be inspired.

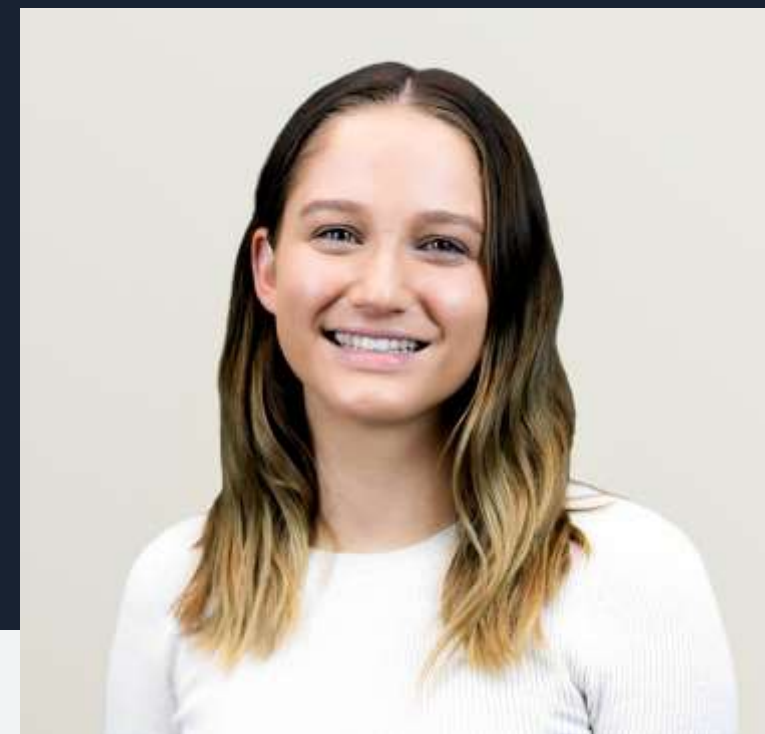
www.ausae.org.au



Presenters & Facilitators



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Maximise your Workshop Experience



Mute as required

To allow for clear audio please mute yourself when presentation sessions are in session. At times we may mute your line if you may have forgotten.

Session recording

Today's presentations are being recorded however to maximise you're sharing and networking the breakout rooms will not.

Presentation Slides

Presentation slides and recording will be distributed on course completion.

Chat and engage

Engage your fellow peers through the breakout rooms and the Zoom chat. Share ideas, successes and learnings.

Use your camera

Especially in the breakout rooms, please don't be shy and turn on your camera to increase your engagement.

Update your Name

So that we know who you are, and to let everyone know where you are from – lets rename ourselves to show our full name & acronym

Tuesday 10th May

Day 1: Agenda

- Customer Experience and Mapping
- What makes good Customer Experience?
- Mystery shopper: Joining your association
- Let's map your current journeys

Breakout Rooms

Day 1: Learning & Networking

- Customer Experience – What experience have you had?
- Pain, gain and empathy mapping

Member Journey Mapping to Drive Member Experience for Growth

Let's Get Started

Customer Experience

What is Customer Experience?

What makes good Customer Experience?

What is Customer Experience?
What is Customer Mapping?



What is Customer Experience?

"Customer experience is the sum of all the interactions that a customer has with an organisation over the life of the relationship with that company or with that brand"

Annette Franz, founder and CEO of CX Journey



What is Customer Experience?

"Customer experience involves every way a customer interacts with a company, at all stages of the customer journey."

Dave Dyson, Sr. Customer Service Evangelist, Zendesk



What is Customer Experience?

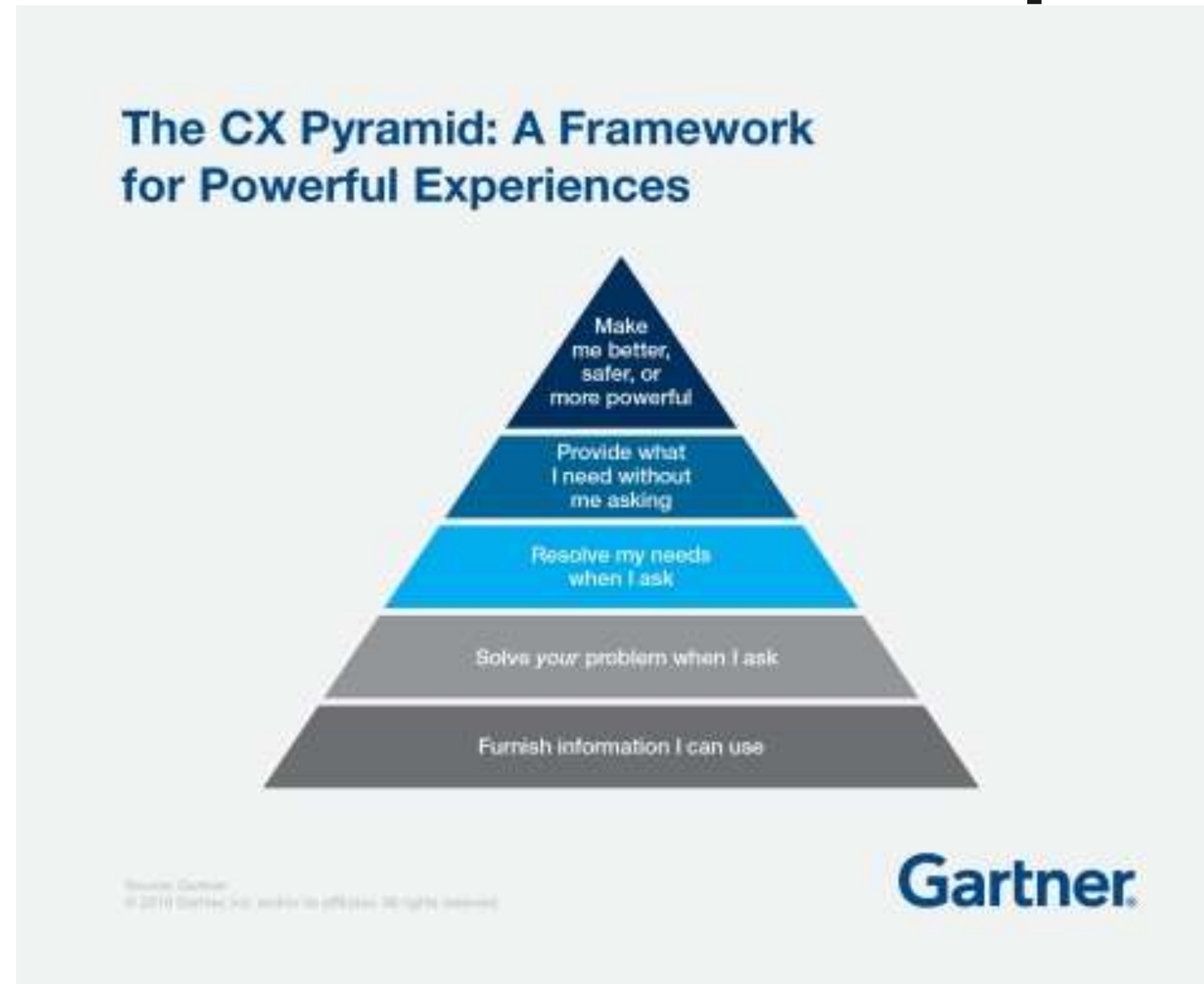
What does the customer experience encompass?



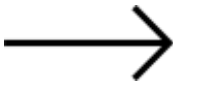
- 1 Culture, processes, and people
- 2 Products and services
- 3 Information
- 4 Customer touchpoints and channels
- 5 Technology



What is Customer Experience?



Why does
Customer Experience matter?

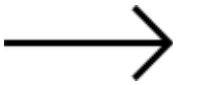


Customer engagement is up

14%

Customer engagement is up 14% compared to last year, which means more work, but also more opportunities to upsell or cross-sell in ways that better serve customers.

<https://www.zendesk.com/>

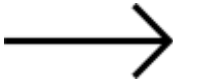


Customer experience increases your bottom line

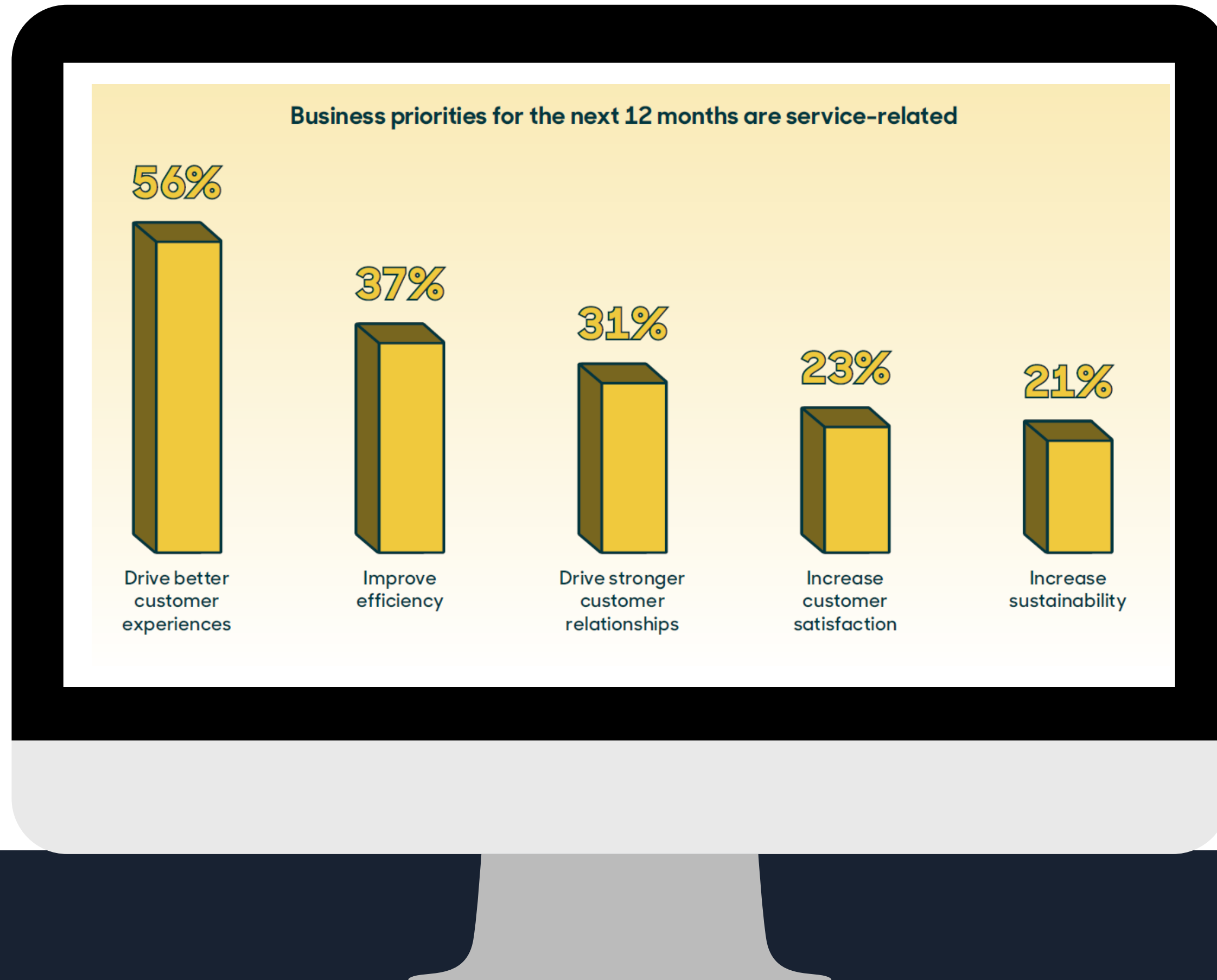
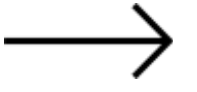
81%

say a positive customer service experience increases the likelihood they'll make another purchase.

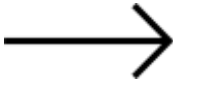
<https://www.zendesk.com/>



81%	say a positive customer service experience increases the likelihood they'll make another purchase.	70%	say they have made purchase decisions based on the quality of customer service.
76%	say they would switch to a company's competitor due to multiple bad customer service experiences.	70%	say they expect a company to have a self-service portal or content available to them.
76%	say they expect to engage with someone immediately when contacting a company.	68%	say they expect all experiences to be personalized.
74%	say they will forgive a company for its mistake after receiving excellent service.	61%	say they would switch to a company's competitor after just one bad customer service experience.
71%	say they expect a company to share information so they don't have to repeat themselves.	61%	say this past year's crisis has raised their customer service standards.



What do the “High Performers” do?





Let's pause: What was a great
new purchase experience?



Think about a stand-out Customer Experience

What makes it so good?
What were the touch-points?
Why would you repurchase?

What made it great?
Why was it memorable?



What would your new members
say about your process?



Customer Experience



Let's take a 5-minute break

Grab a refreshment

Please feel free to mute and turn
off your camera

Don't close the Zoom
session

Breakout Room



10 minutes and you will receive a 60 second warning when ending



Introduce yourself and your association



What examples do you have of your association delivering great Customer Experience?



What would your new members say about their join experience?



Why are prospects abandoning your join?



Role Play: Prospect

Role Play: Prospect Member



Email enquiry



Phone enquiry



Website abandoned cart

A woman with blonde hair in a ponytail, wearing a black headset with a microphone, is shown in profile from the chest up. She is smiling slightly and looking towards the right. The background is a solid, muted blue-grey color.

Let's consider the perspective of the
prospect member

Interview: MX of Joining



Effectiveness



Efficiency



Satisfaction

Interview: MX of Joining



Effectiveness

- ✓ Were you able to accurately complete your join process?
- ✓ Was your membership category, billing options correct?
- ✓ Did you receive all information you required to complete your join?

Interview: MX of Joining



Efficiency

- ✓ How did you complete your membership join?
- ✓ Did the process take a lot of effort? (Time, resources, emotion)
- ✓ Was the join process easy to complete?
- ✓ Were there any barriers to join?

Interview: MX of Joining

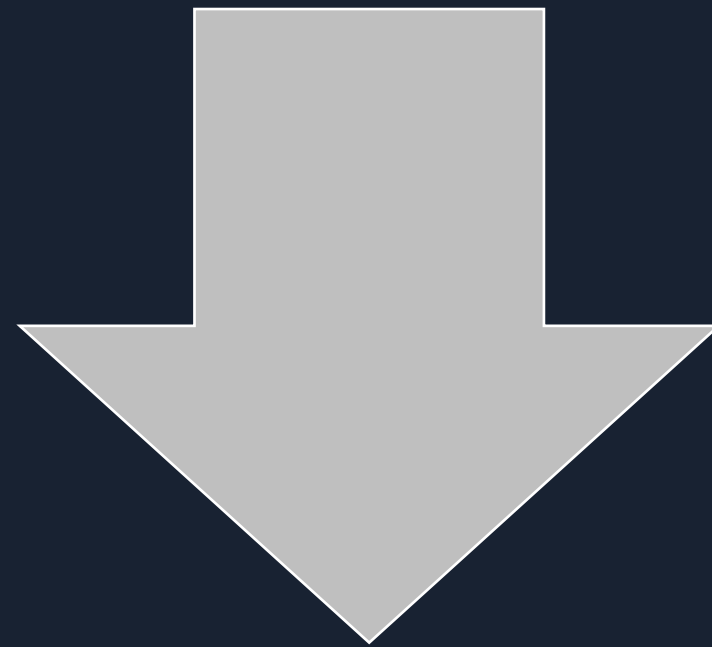


Experience

- ✓ How satisfied are you with the join process?
- ✓ How did it make you feel? Was it a positive or negative experience?
- ✓ Did you feel valued and acknowledged after your application of membership?

What are your common
association pain points?

What do pain points look like?



Association & Staff

- Inefficient
- Tech for tech
- Lack of agility
- Demotivated
- Costly
- Reactive vs Proactive
- Feeling of being stuck



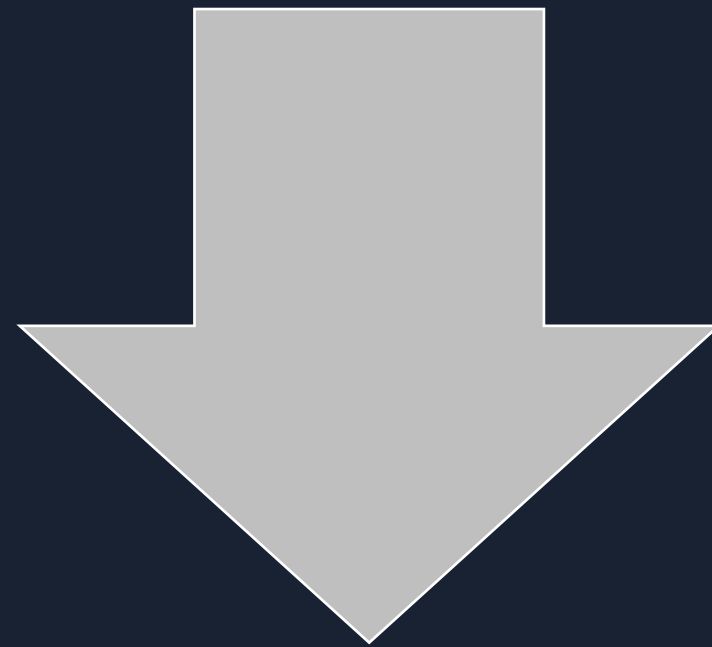
Members & Customers

- Complaints
- Call for simple tasks
- Traditional communication
- Lack of engagement
- Multiple logins
- De-personalised
- Higher churn



What are your common
association gain points?

What do gain points look like?



Association & Staff

- Reduced calls and complaints
- Personalisation strategies
- Proactive to support customers
- Information on member behaviour
- Ability to implement improvements



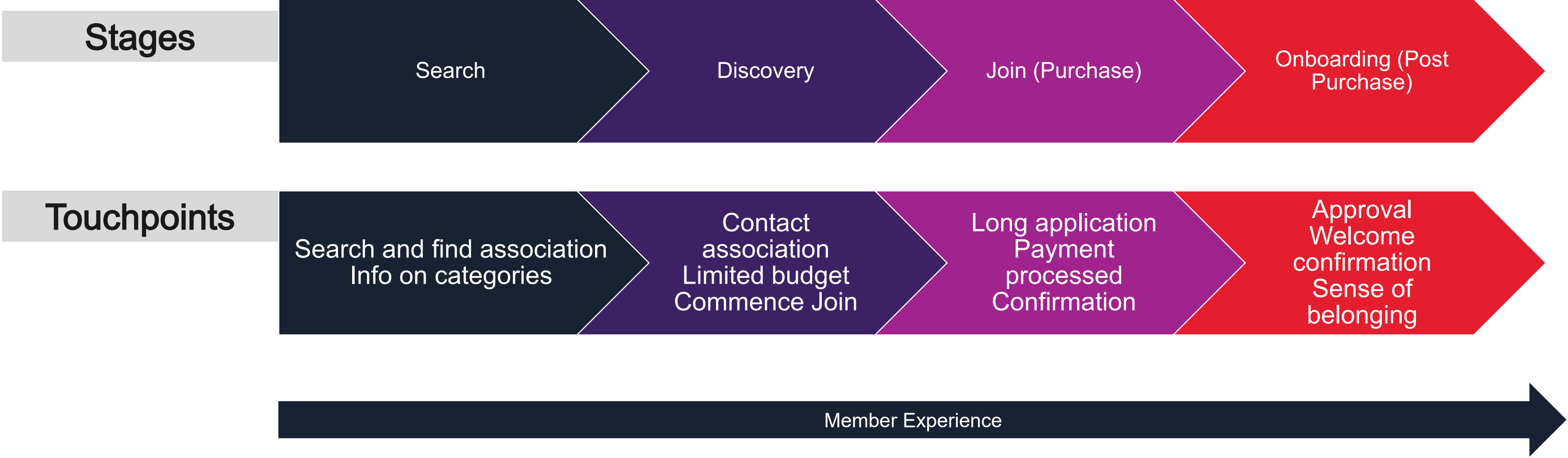
Members & Customers

- Easy to interact
- Efficient to complete transactions
- Self-service capability
- Easy to contact association and first person to assist
- Increased average purchase
- Communications relevant and targeted

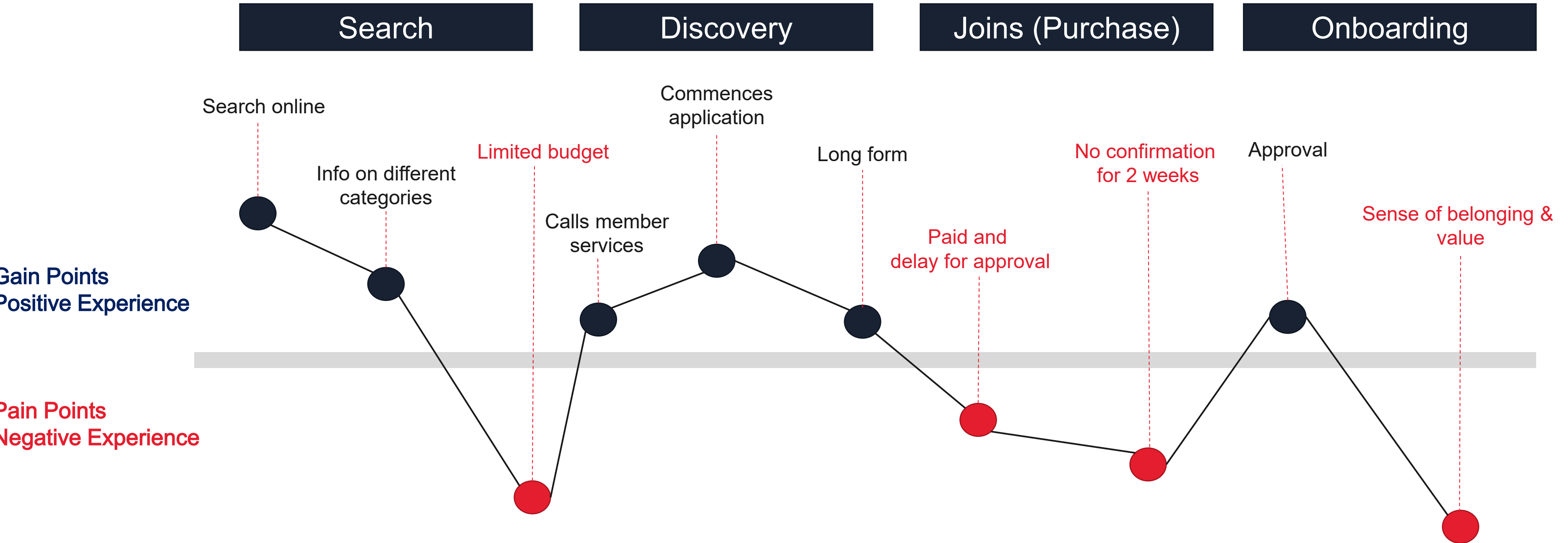


Let's consider the journey to
join your association

Pain and Gain Journey Mapping



Pain and Gain Journey Mapping



Breakout Room



15 minutes and you will receive a 60 second warning when ending



What gain points would you expect a new member to have?



What are the pain points with joining?



How can you find out the pain and gain points?



Let's take a 5-minute break

Grab a refreshment

Please feel free to mute and turn off your camera

Don't close the Zoom session

Explore: What does it feel like?



Explore: Mystery Shopper



Find the association online



How would you find the information you need for joining?



Is there enough information about how to join?
Price? Member Value Proposition?



What options are there for joining? Is there a clear call to action?



Rate your experience – How did it make you feel?

Map your New Member Journey

Steps to consider



How do they find your association?



What data do you collect?



What happens when they join? What happens when they pay? What happens tomorrow?

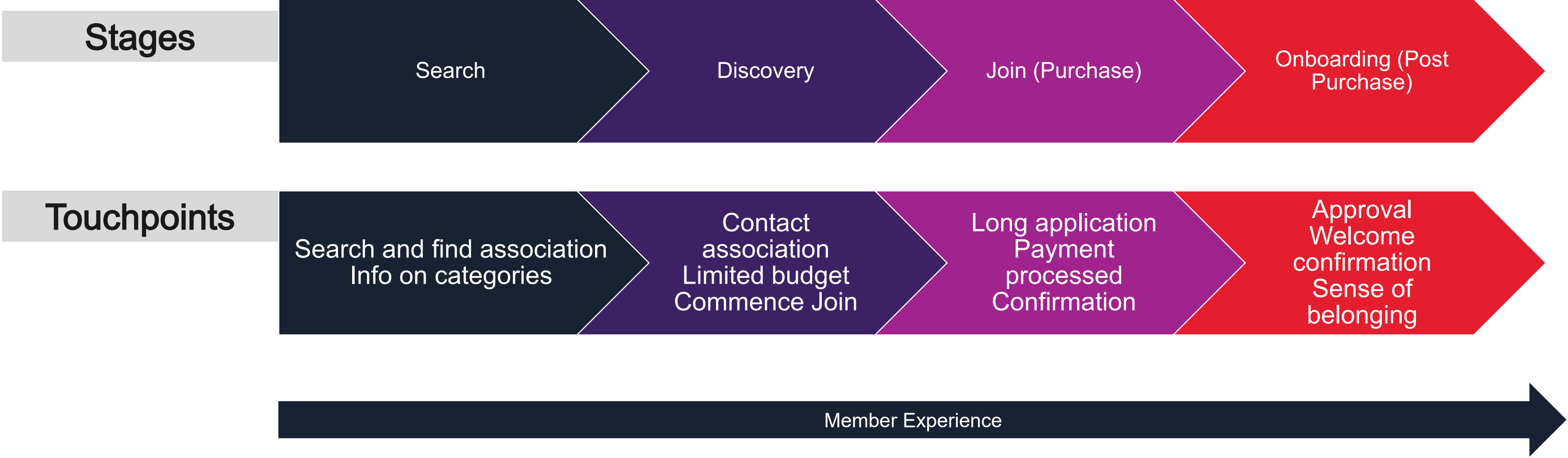


What does it feel like? Why?

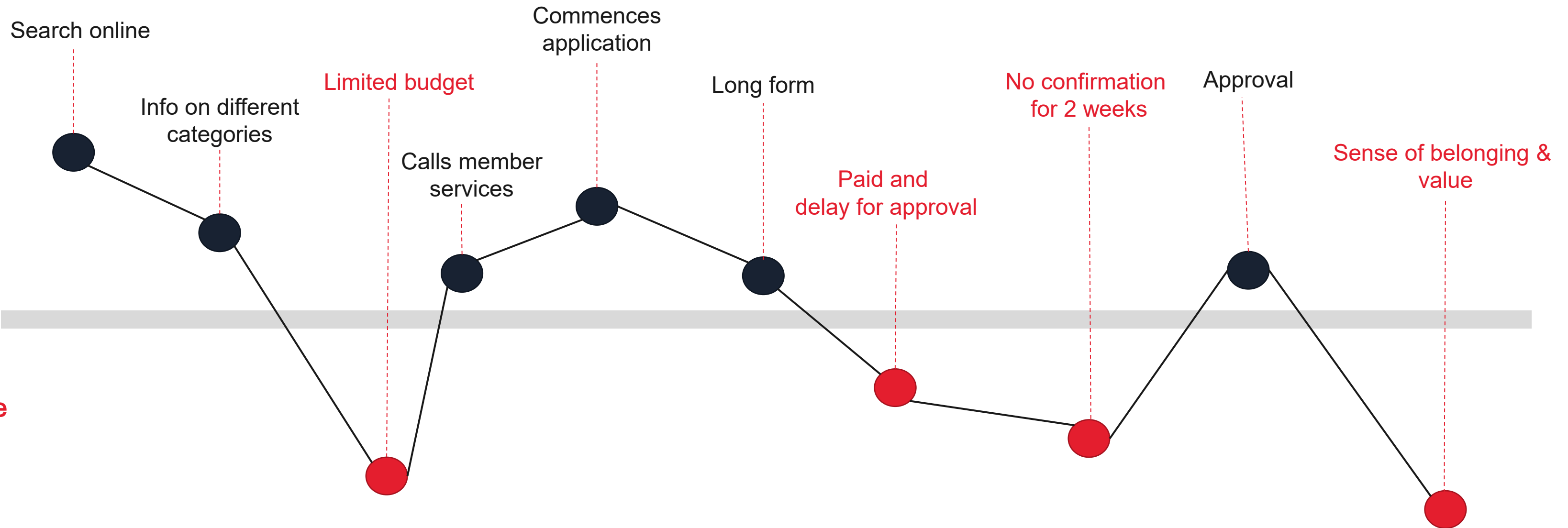


Focus on finding your gain and pain points

Pain and Gain Journey Mapping



Pain and Gain Journey Mapping



In preparation for Thursday

- Data: How many prospects enquire? How many join?
- Refine your Join Journey
- Question: Why, why and why

Wrapping up Day 1...

Customer
Experience

Prospect and New Member
Experience

Journey Mapping

Thursday 12th May

Day 2: Agenda

- Data and Formulas
- Prospecting for growth – What you must have
- Example New Member Journeys for future retention and conversion
- Reporting



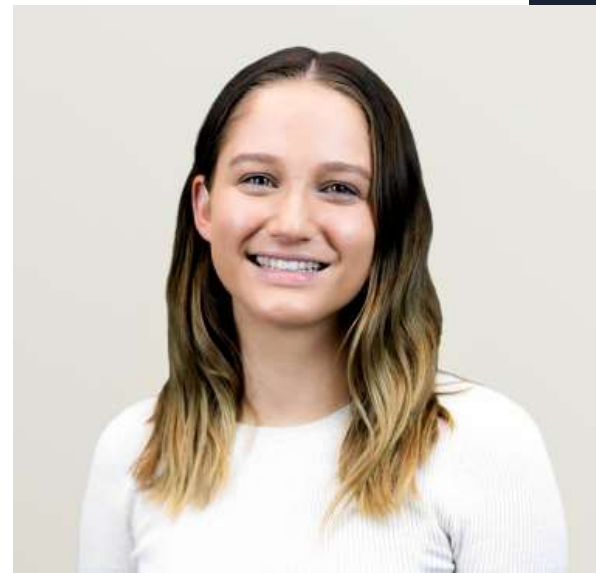
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