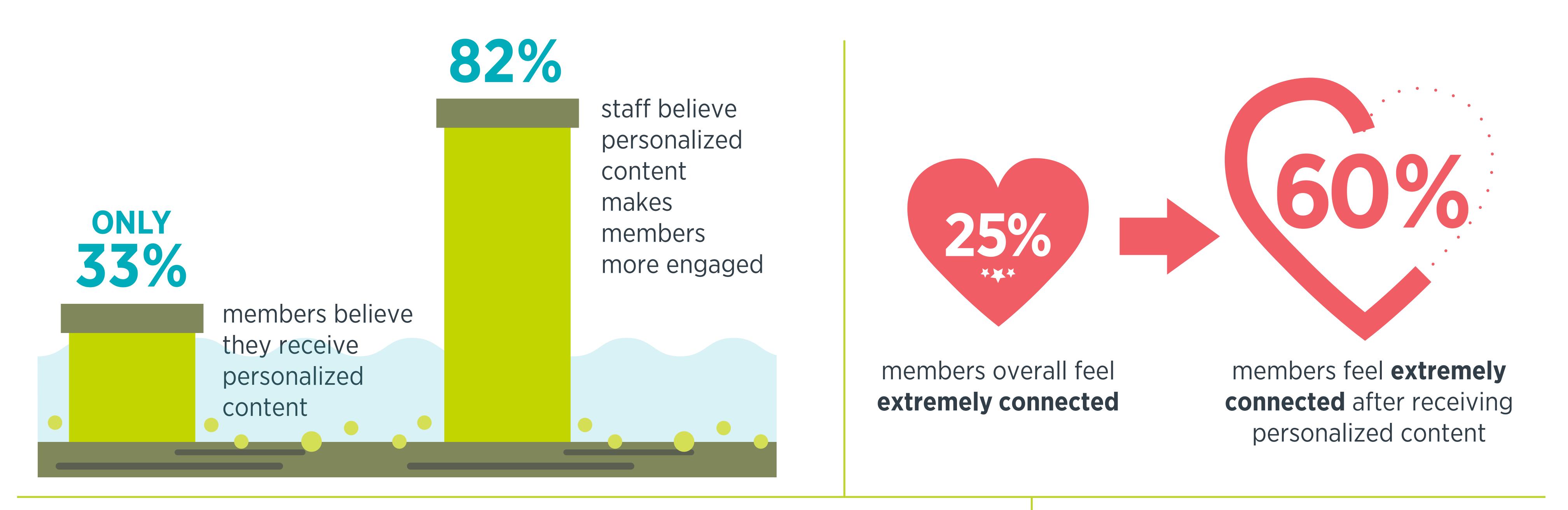
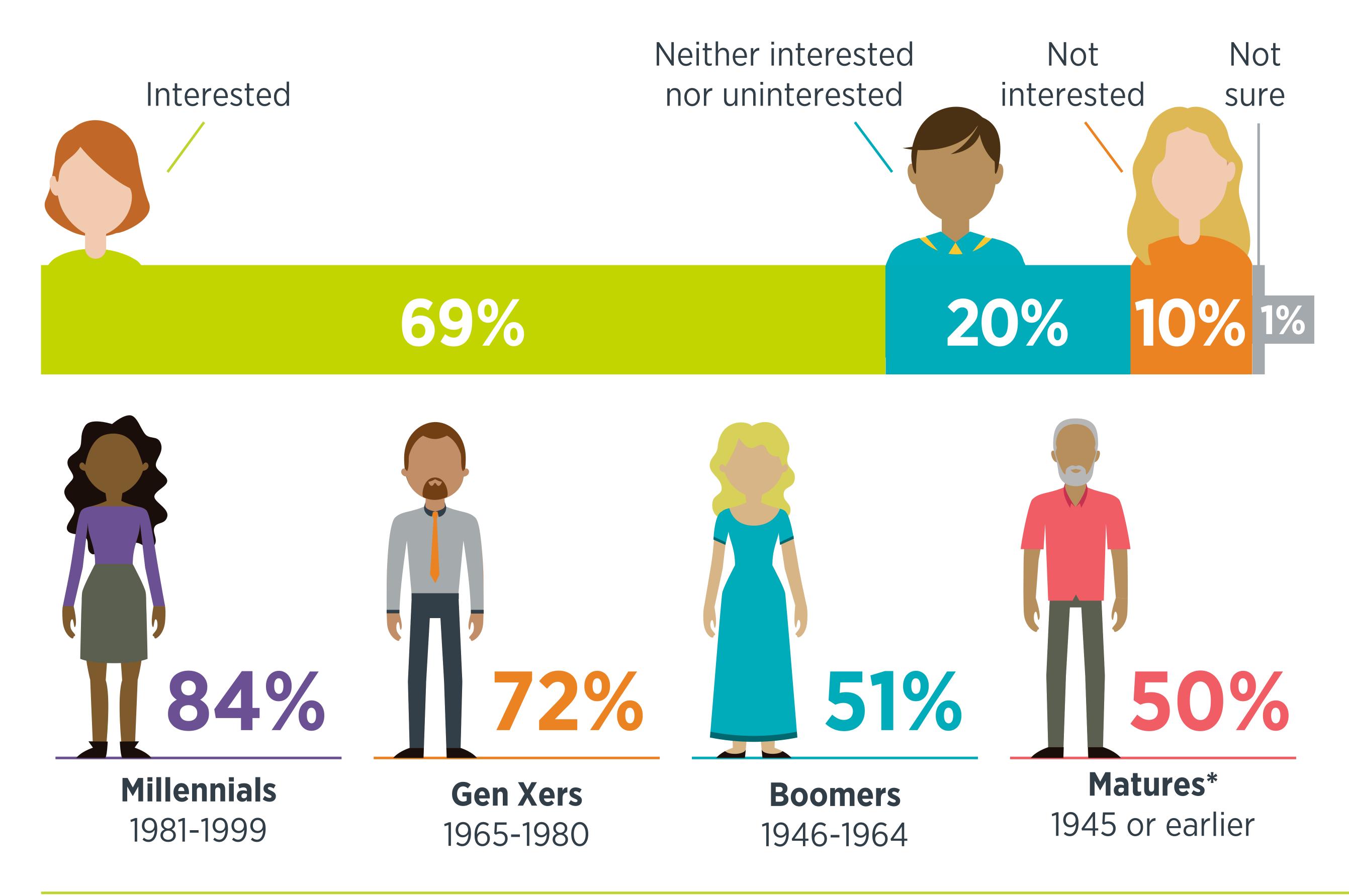
Personalizing the Member Experience

We surveyed more than 1,000 association members and 400 association staff representatives to examine the gaps that exist between member expectations and association technology.



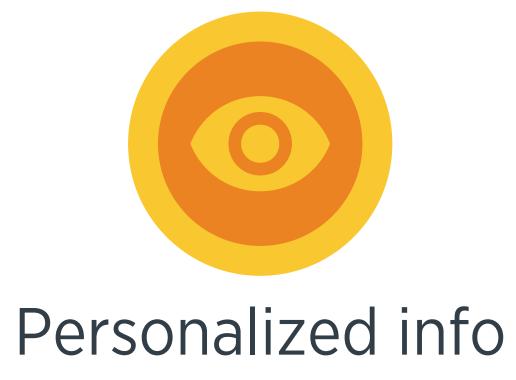


Views on Personalization (Members)



Personalization Gaps

low rated experiences by members and staff



and relevant experience



Personalized course recommendations



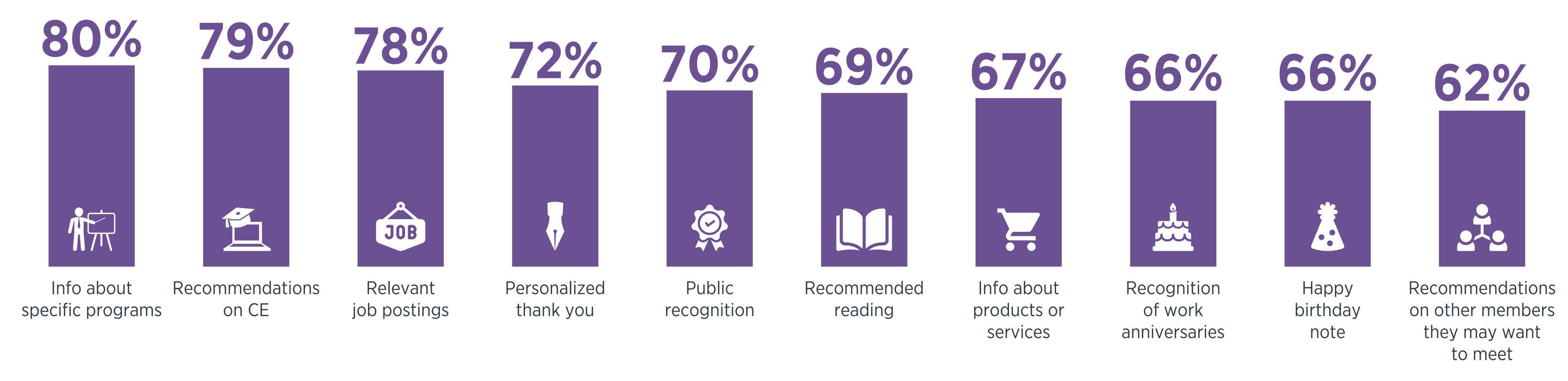
learning paths

What Members

What Organization Staff

	Say They Want	Think Members Want	
	Info about specific programs related to a member's interests/needs	Personalized thank you email after a course or event	
	Recommendations on continuing education related to member's interests/needs	Public recognition of member's accomplishments	
JOB	Relevant job postings	3 Info about specific programs related 依不可能的 to a member's interests/needs	
	Info about products or services related to ember's interests/ needs/past purchasing habits	4 Recommendations on continuing education related to member's interests/needs	
	Recommended reading	5 Relevant job postings	
	Personalized thank you email after a course or event	6 Info about products or services related to member's interests/ needs/past purchasing habits	
	Public recognition of member's accomplishments	Happy birthday note	

Millennials Most Interested in All Types of Personalization



Learn more at communitybrands.com/digitalmemberstudy





