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)

- Interested: 69%
- Neither interested nor uninterested: 20%
- Not interested: 10%
- Not sure: 1%

Personalization Gaps

Low rated experiences by members and staff:

- Personalized info and relevant experience: 69%
- Personalized course recommendations: 82%
- Personalized learning paths: 67%

What Members Say They Want vs. What Organization Staff Think Members Want

- 1. Personalized thank you email after a course or event
- 2. Public recognition of member’s accomplishments
- 3. Info about specific programs related to a member’s interests/needs
- 4. Recommendations on continuing education related to member’s interests/needs
- 5. Relevant job postings
- 6. Info about products or services related to member’s interests/needs/past purchasing habits
- 7. Recommended reading
- 8. Happy birthday note

Millennials Most Interested in All Types of Personalization

- Info about specific programs: 80%
- Recommendations on CE: 79%
- Relevant job postings: 78%
- Personalized thank you: 72%
- Public recognition: 70%
- Recommended reading: 69%
- Info about products/services: 67%
- Recognition of work anniversaries: 66%
- Happy birthday note: 66%
- Recommendations on other members they may want to meet: 62%

Learn more at communitybrands.com/digitalmemberstudy