

The Journey of Discovery

Navigating your members experience

02 Onboarding/Welcome

- Do you have a process? What does it currently look like?
- How many emails are sent to the new member?
- Do you offer a phone call, welcome pack?
- How do you currently introduce new members into the community?
- Are you consistently improving your onboarding process?

01 Initial consideration

- Are you providing helpful resources such as a 'how to join' page on your website, a key point of contact for questions, clear demonstration on the member benefits on offer?
- What does your initial and follow up communications look like?
- Is your website easy to join? Test their experience and try the process yourself.
- Is your pricing strategy appealing?

03 Engagement

- Do you track member engagement?
- Do you have a process to make contact with members throughout the year?
- Are you personalising your services?
- What benefits do you provide?
- What makes new members become loyal?
- It is easy for members access the benefits / information on offer/information you offer?

05 Renewal

- What makes someone renew their membership?
- Do you clearly explain renewal benefits to members?
- Are your members engaged?
- Do you send out renewal reminders?
- When do you start the renewal conversation?
- Do you provide value statements to demonstrate the use of member benefits?

04 Help

- How easy is it for members to get help?
- What resources can you provide?
- How quickly can you address their questions and how?
- Do your members have a clear point of contact regarding their membership?

The Member Journey map captures the essence of exploration and learning that a member undergoes from the point of joining through to the end of their first year.

Our process highlights the key stages to consider and action points you can take to ensure the experiences your members encounter and positive, encourage engagement and ultimately renewal.

