

# Member Value and Needs Assessment



Ensure you are providing the most important benefits to your members and assess potential new benefits that will enhance member value and retention.

Recommended every 3 years

## WHY

*The Importance*

- Assess how you are meeting current member needs
- Identify ways to provide greater value to your members
- Enhancing member benefits and services boost engagement and retention rates

## HOW

*The Approach*

- 1:1 in-depth interviews with members
- Create online survey using interview results for all members to complete
- Competitor analysis to identify opportunities to provide greater value to members

## WHAT

*The Value*

- Detailed results of the survey
- Identification of differences in results by various demographic segments
- Recommendations for improving member value
- Guidance on which benefits and services to stop and start



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