

Membership Satisfaction Survey



Measure and track member satisfaction to identify areas in need of improvement. Identify and prioritize the areas that have the most impact on member retention.

Recommended annually

WHY

The Importance

- Tracks member satisfaction and areas of improvement
- Measures member loyalty
- Identifies ways to increase retention
- Identifies most and least important benefits
- Members can provide feedback

HOW

The Approach

- 1:1 in-depth interviews with members
- Create an online survey using interview results for all members to complete

WHAT

The Value

- Detailed results of the survey
- Identification of differences in results by demographic segments
- Recommendations for improving member satisfaction



info@bigredm.com
(571) 814-3443
bigredm.com

Big Red M is an industry-leading consultancy for associations seeking revenue growth through sales and strategy. Annually, our company adds millions of dollars to the bottom lines of our clients.