

Understand Your Members on a Deeper Level Through Journey Mapping

By visualizing the member journey, associations can better identify member needs and relieve pain points, improving the overall experience.

THE MEMBER JOURNEY.

As expectations continue to evolve, providing an outstanding member experience has become more important than ever. [According to PwC](#), bad member experiences can result in people leaving an organization.

To ensure that doesn't happen to your association, consider journey mapping, an end-to-end visualization of the member experience across all touchpoints in which the member interacts with your association.

These touchpoints can include:

- advertisements
- onboarding
- events
- website visits
- social media
- email
- live chat
- newsletters
- surveys



59%

of people will walk away from an organization or product after several bad experiences.

17%

of people will do the same after one bad experience.



As you map out each detail of the member journey, you'll likely see gaps between what you presume your association is offering and what members actually experience.

“An effective journey map improves the overall member experience by identifying bottlenecks and silos that act as barriers to an exceptional member journey,” said Marc Hehl, COO of Impexium. **“The process allows associations to better understand their members’ behaviors, thoughts, and needs continually—and make improvements accordingly.”**

The word “continual” is critical here: Member journey mapping is an ongoing process.

As your association evolves, so do member experiences. Make sure to update your member journey map in alignment with new products, services, and events.

It's also important to involve every department or team, as their input allows you to form a more comprehensive picture of the member journey.

JOURNEY MAPPING BENEFITS.

Every association can enjoy the numerous benefits of member journey mapping. [According to Microsoft](#), “A consistent drive to improve the customer experience can boost sales and increase customer loyalty—and customer journey mapping can be instrumental in your efforts.” Journey maps help associations:

01 **Uncover pain points and roadblocks.**

One of the biggest benefits of journey mapping is the opportunity to identify member pain points, problems with products and services, and faulty internal processes. This “feedback” allows associations to pinpoint areas for improvement, providing a clear competitive advantage.

02 **Build loyalty and retain members.**

Members who feel heard are more likely to stand by your association—and may even help recruit new members through word-of-mouth marketing. The more loyal the member, the more likely it is that they’ll contribute to non-dues revenue by attending events, pursuing educational offerings, or purchasing merchandise.

03 **Improve marketing techniques.**

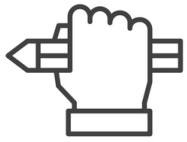
Distinct member types and personas will likely emerge as you map out the various touchpoints in the member journey. For example, a digital native might engage with your association via social and mobile touchpoints more frequently than another demographic. Identifying different behaviors and interests enables you to create personalized marketing content for these various groups.

04 **Ensure all departments have a consistent picture of member needs.**

A clear view of all the interactions members have with your association removes departmental silos, allowing the association as a whole to work toward common goals.

HOW TO GET STARTED.

There's no single way to create a customer journey map, but a few best practices can successfully guide you along the way. When starting a new mapping project, you should:



Define your journey mapping goals.

You're likely looking to cultivate a more member-centric experience, but you should also clarify your goals in terms of business objectives. Are you looking to boost non-dues revenue, improve member retention, or accomplish another goal? Your end goals will inform the scope of the project.



Consider where your data sources are from.

Surveys, social media monitoring tools, web and mobile analytics, and support tickets are all relevant sources of information. Use this data to plot member touchpoints, discover possible member personas and types, and define pain points.



Create an action plan using insights.

Take a balanced approach when working with members to prioritize initiatives and facilitate agreement across your association internally.

To make journey mapping even more accessible, consider deploying member journey mapping technology that easily integrates with your AMS (Association Management Solution) or leveraging an AMS platform with built-in tools and insights.

For example, platforms that leverage Microsoft Power Automate or predictive analytics with Microsoft Power BI take the guesswork out of visualizing member journeys in real-time and proactively identify opportunities for improvement at scale. Hehl said,

“Turning prospects into lifelong members and driving value throughout the member lifecycle is critical to every association. At Impexium, we track our client journey by continually soliciting feedback. This allows us to deliver the functionality and services associations need to drive meaningful engagement throughout the member journey, which accelerates business success.”



Smarter, Simpler Membership Management

Impexium's cloud-based membership management platform supports the full range of association business and administrative activities. By combining enterprise level functionality with the benefits of a software-as-a-service model, we help associations of all sizes transform their business by:

- Serving members more intelligently and profitably
- Strengthening alignment between strategies and operations
- Reducing costs through increased flexibility and gaining ROI faster
- Creating value for key relationships — members, customers, partners, prospects, and staff

Impexium empowers associations to achieve more by creating amazing software power. We eliminate the need to use big, expensive SaaS platform solutions to deal with everyday problems by delivering lowcode/no-code development, workflow automation, and business intelligence tools that streamline operations, reduce development costs and reliance on corporate IT, and improve business outcomes.

We can help you reach your goals! Let us change your mind about what's possible with your next AMS implementation.

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