

Attracting and retaining a profitable, loyal and engaged membership base can be a significant challenge for organisations operating in a competitive environment.

People Value's approach to member loyalty solutions can provide your organisation with that competitive edge and help reduce member churn.

People Value can bring to bear a wealth of experience in developing bespoke membership loyalty programmes which will significantly enhance an organisation's ability to interact with their members. At the same time, rewarding members by giving something back as a token of appreciation of their loyalty will add value to your membership and help shift the focus from any associated cost of membership, thus promoting member loyalty.

Membership based rewards programmes can take many forms and every one of our clients has specific needs which we help them address. People Value's membership loyalty solutions will help any organisation improve their understanding of their membership base and ensure that the core offering remains focused on real rather than assumed needs.

Key Benefits - Membership Organisation

- Reduce membership churn
- Enhanced ability to attract members
- Enhanced ability for regular communications
- Further justification of any membership charge, adding significant value to membership
- Move members up the value chain, cross-selling further products and services
- Additional brand value
- Enhanced understanding of members behaviour
- Huge range of suppliers ensures all demographic segments can be reached
- Drive traffic to the core membership website

Key Benefits - Members

- Achieve increased value of membership
- Enhanced net wealth
- On-line/off-line purchasing methods ensure use by all
- Secure and easy to use service
- Market leading customer service levels

To find out more about how we can help you attract and retain membership please contact us:
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