Loyalty Research™

Associations

Capabilities

For more than 20 years, Loyalty Research has partnered with associations all over the world to help them build better membership experiences.

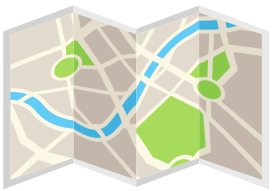
Here are a few of the ways that we've added value:

Member Engagement

Capture member perspectives on key areas of the organization to identify the strength of relationships

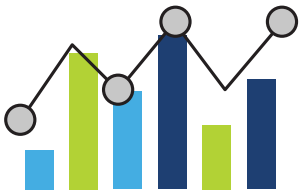
Services Deep-Dive

In-depth analysis of areas of opportunity, such as communication or retention, to highlight priorities



Experience Journey Mapping

Concentrated evaluations of resources and engagement built from member experience that traces how members interact with the organization



Predictive Analytics

Modeling approaches to predict key member outcomes through projection and retention analysis

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Solution Spotlight

Member Experience Journey

Following a traditional member needs assessment, many organizations are curious to know how they can implement our recommendations to leverage their benefits and services in a way that meets the membership where they are at.

A member experience analysis provides:

- ✓ Prioritization for Marketing & Communication efforts
- ✓ More reliable, accurate picture of member process
- ✓ Predicted relationship path for members
- ✓ Personalized opportunity areas

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Kristen Webster, MPH

Practice Leader, Associations @kwebsterLRC

Kristen brings years of experience in association and volunteer structure management, social science research, and consultative services. Over the last few years with LRC, Kristen has provided exceptional value to partnerships across many industries, with a primary focus in association practice. Kristen has a Master's in Public Health, a Bachelor's in Communication Studies and a Bachelor's in Anthropology from Indiana University – Purdue University Indianapolis (IUPUI.)