



Date  
13<sup>th</sup> May 2021

# Tisski

MemberWise Webinar



2020/2021  
**INNERCIRCLE**  
*for Microsoft Business Applications*



[www.tisski.com](http://www.tisski.com)

# About Tisski

- Founded in 2011
- One of the UK's leading Microsoft Dynamics & ERP Consultancy
- Microsoft Gold Partner & Inner Circle member
- Gold Competencies for
  - Data Analytics
  - ERP
  - Application Development
  - Cloud Business Applications
  - Cloud Platform
- Over 100 Consultants working with over 100 customers across Public, Private & Not-for-Profit sectors

HS2



The Fertility Partnership



Paycare

Jisc



aat

**IEMA** Transforming the world to sustainability

HM Land Registry



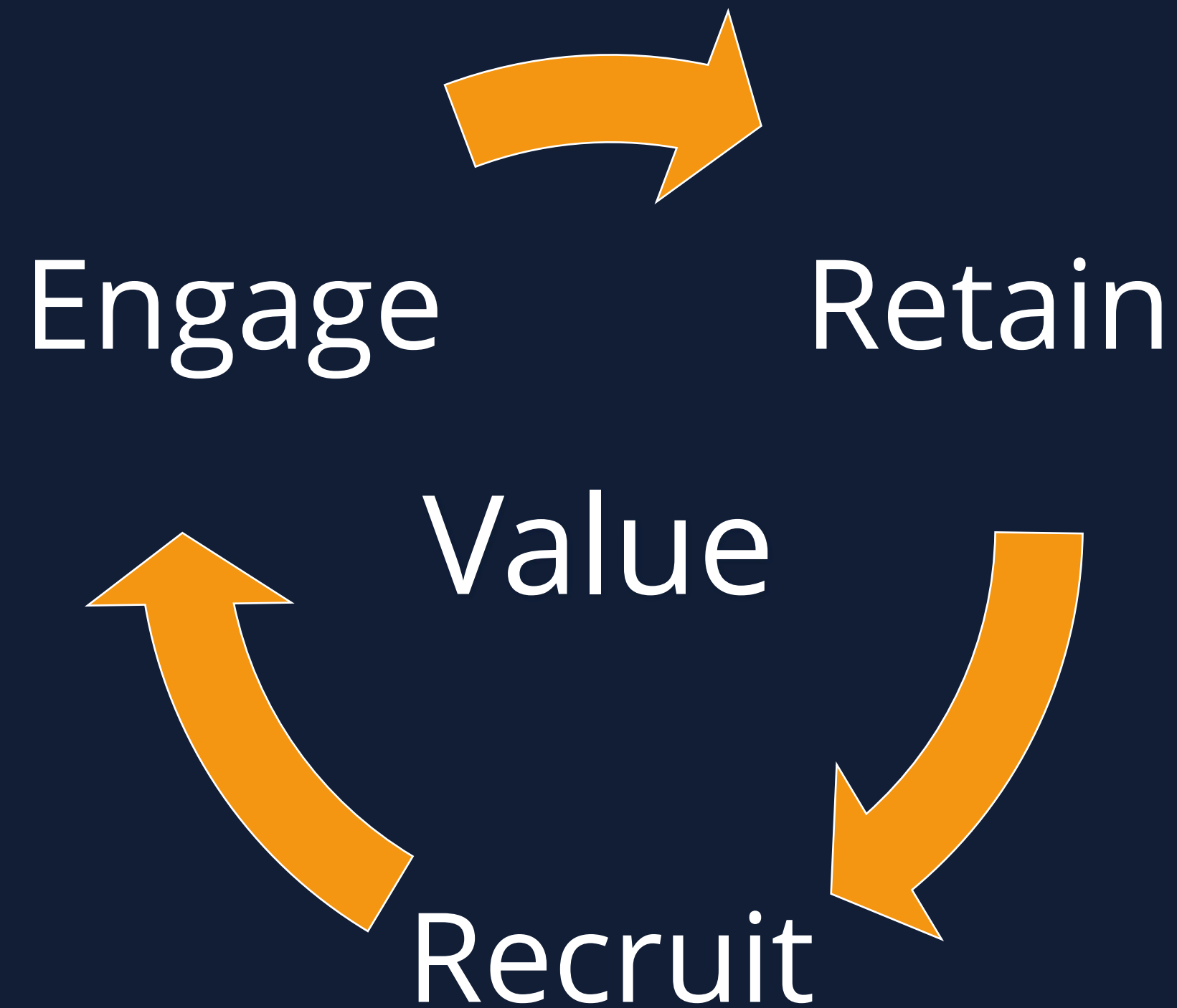
**acas** working for everyone

**tisski**

Gold  
Microsoft Partner  
 Microsoft

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# About Tisski



The four pillars to a successful membership



Gold  
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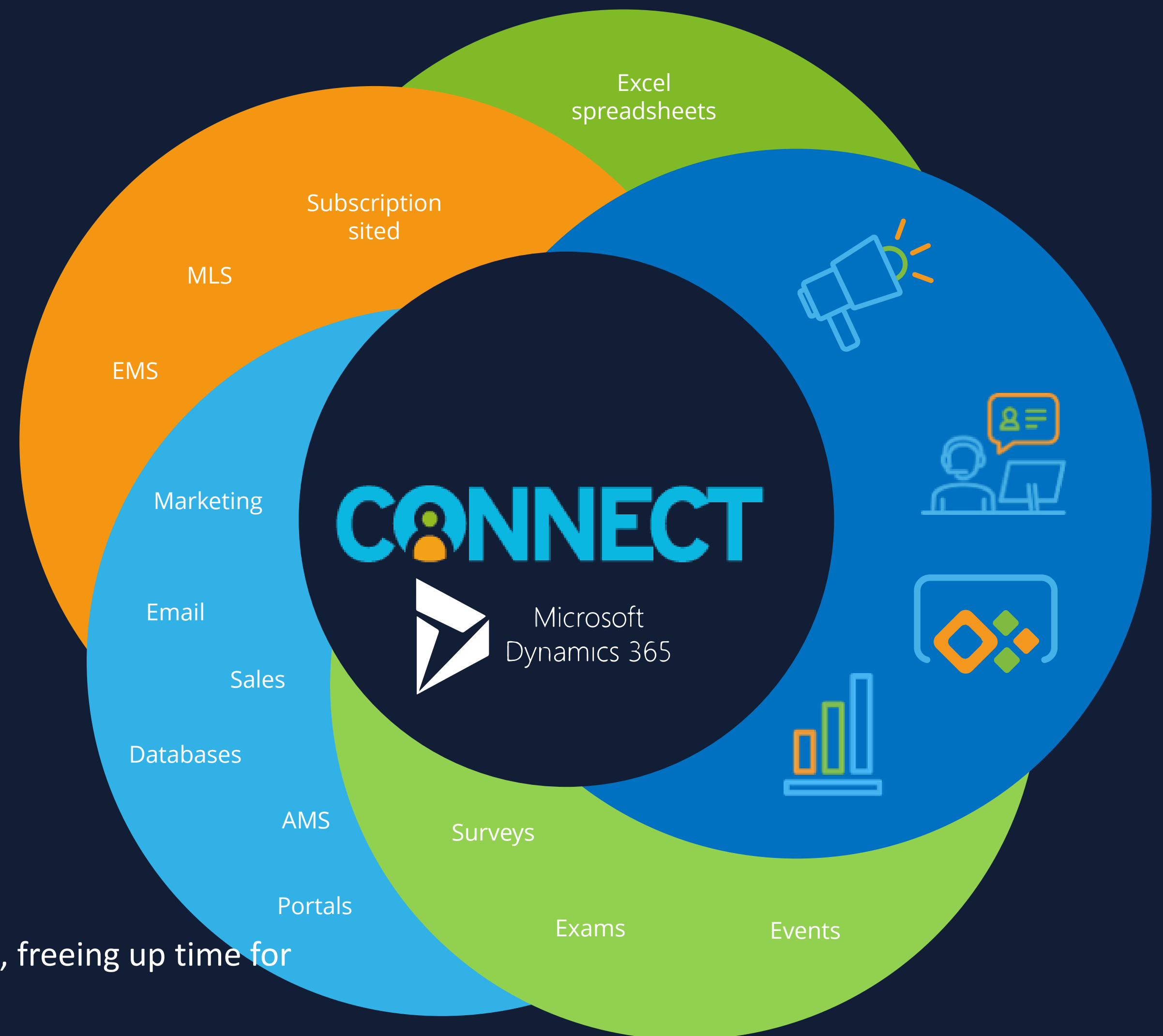
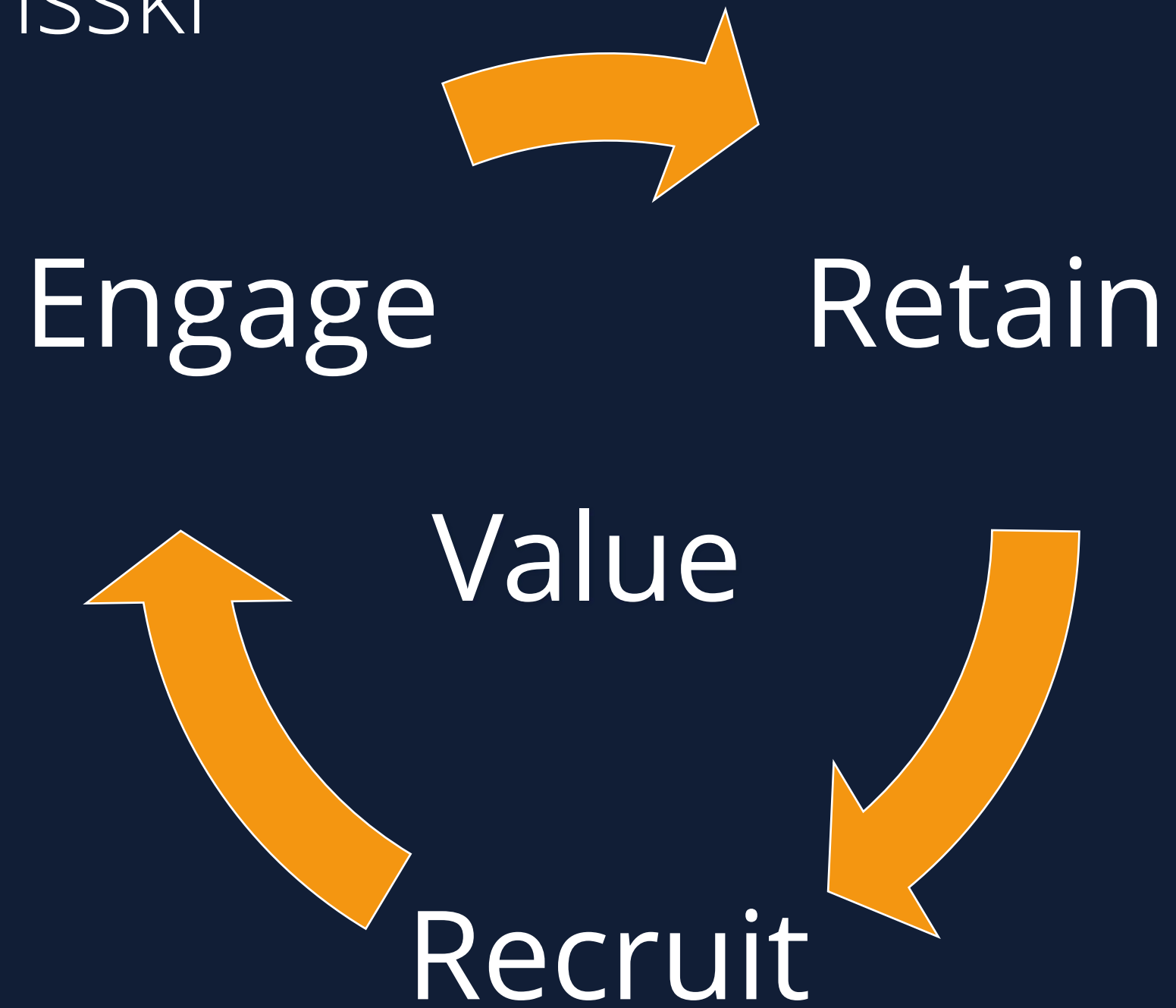

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At Tisski we have seen with all our clients the importance of using your data to drive value for your membership organisation as well as your members. You should be using your data to engage with members through personalised messages, segmentation of members to get messaging across and ultimately get members to engage.

No one-size-fits all method can be used to retain your members thus we need to retain members by reflecting and reacting on their needs and in this manner recruit members through word of mouth or segmented, personalised messaging.

# About Tisski

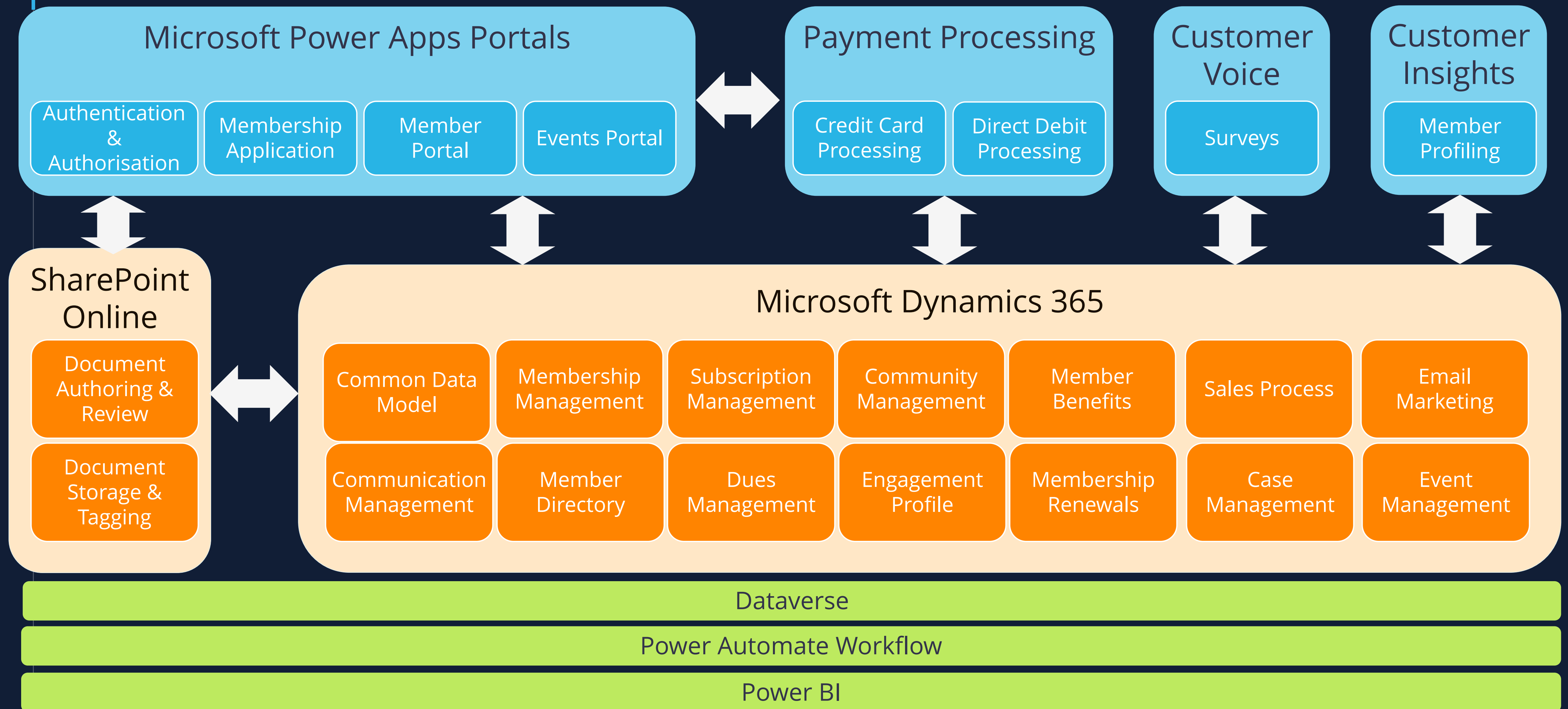


Case Study Platform had to be :

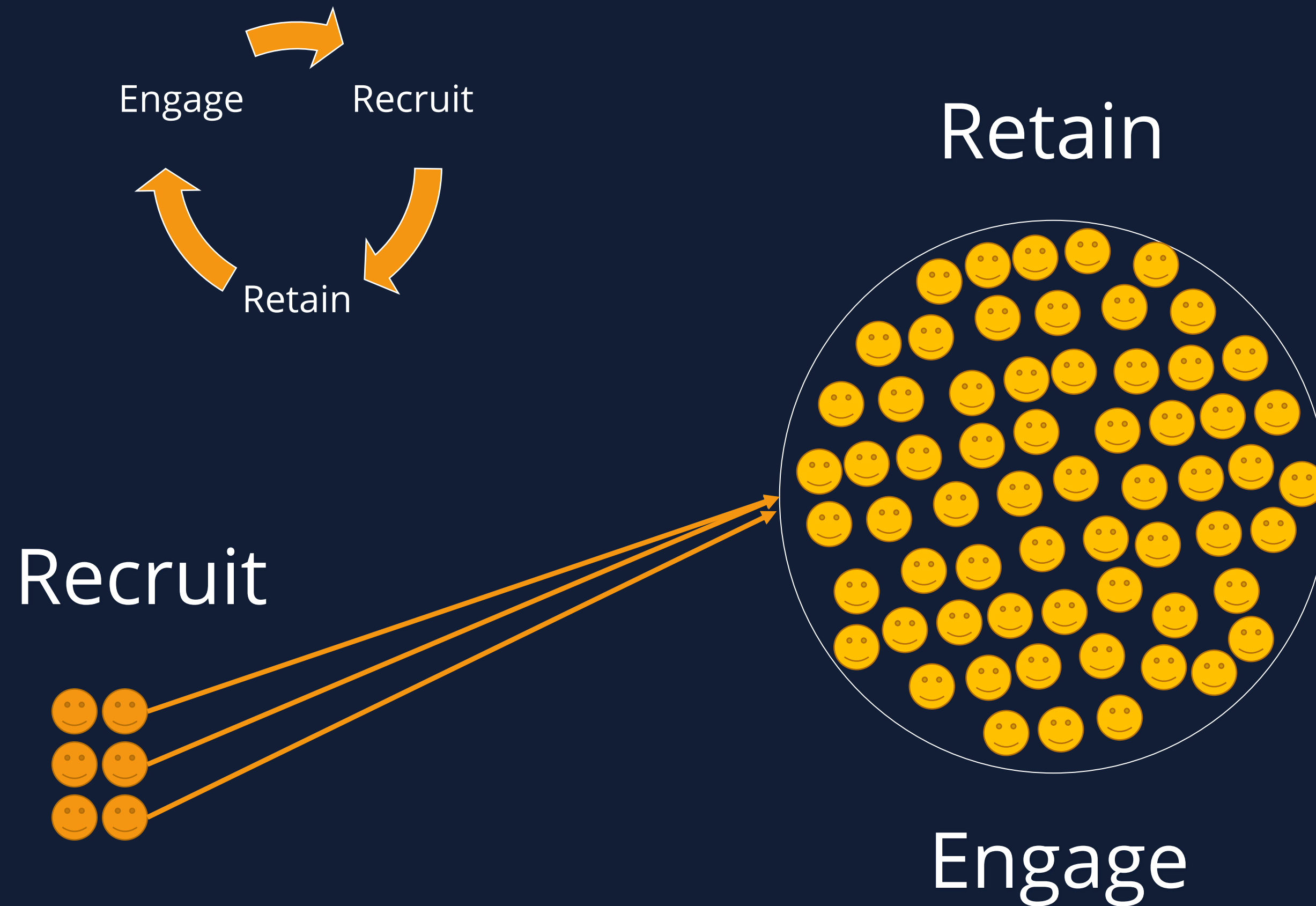
- a widely adopted, trusted platform, OOTB
- Generate immediate benefits through automating administrative tasks, freeing up time for employees.
- Integrate across several departments within the organisation.
- Provide an easily accessible system with the latest security features.
- Allow further configuration and be simple to scale to meet future requirements.



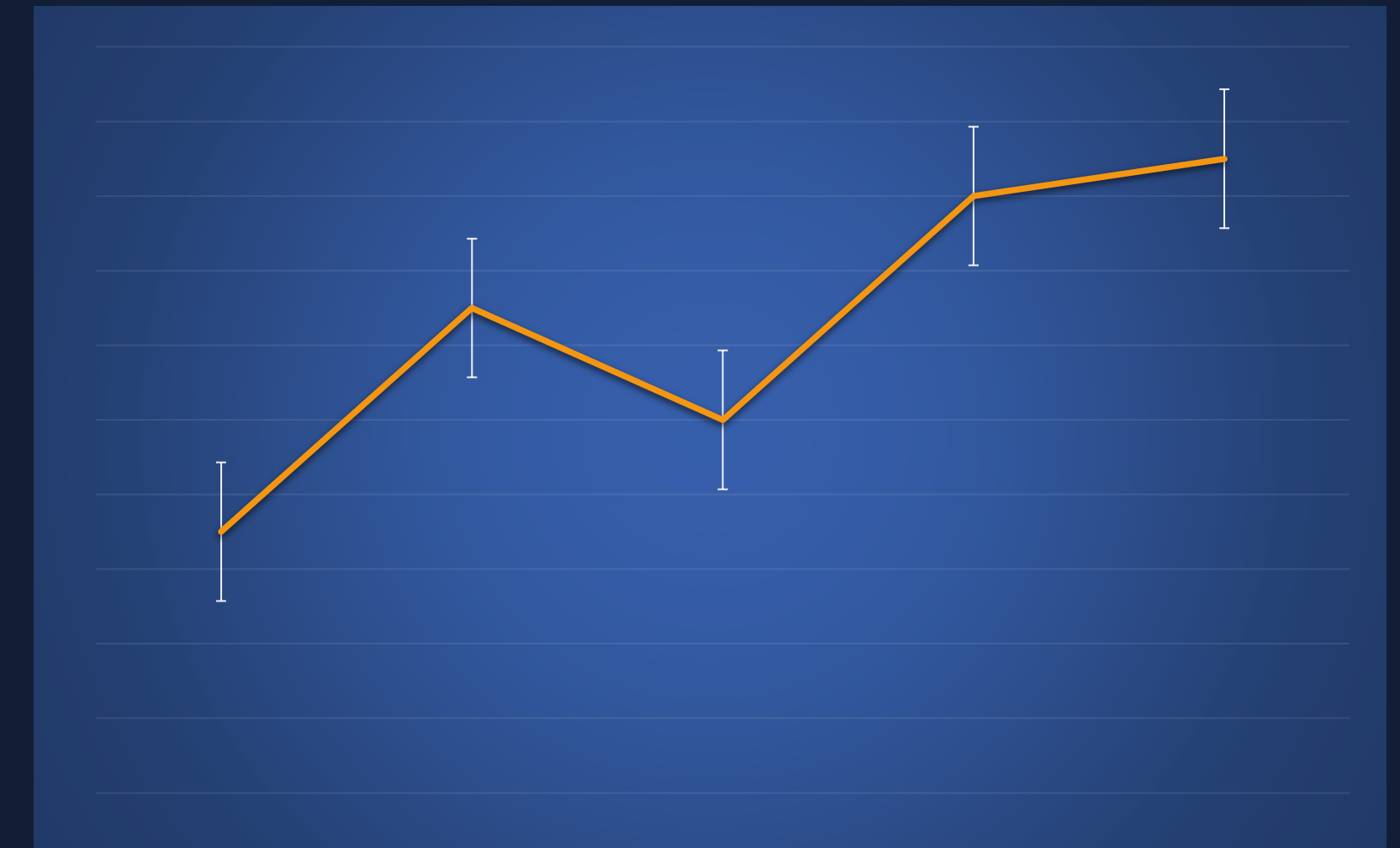
# Membership Overview



# CONNECT membership



## Value

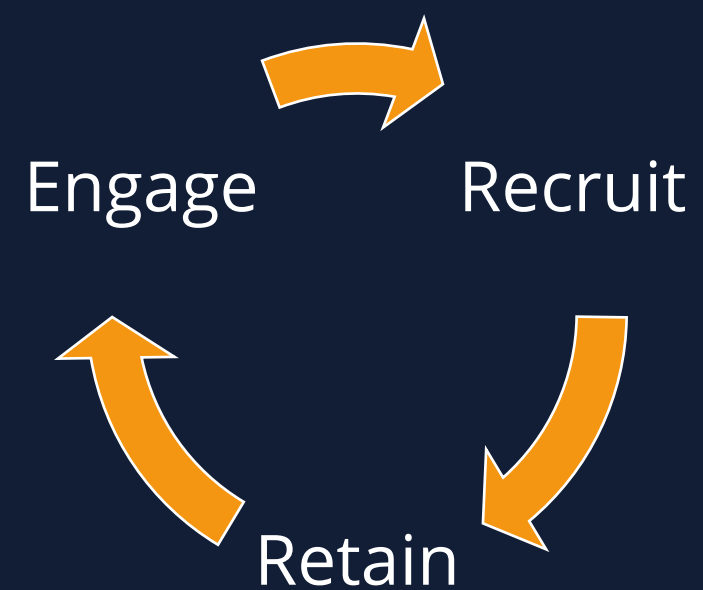


Able to track your recruitment of members?

- How you got them?
- Where you got them?
- When you recruited more
- When have you lost more?

**Successful membership owners worry about the members they have far more than the members they don't have**

# TC membership

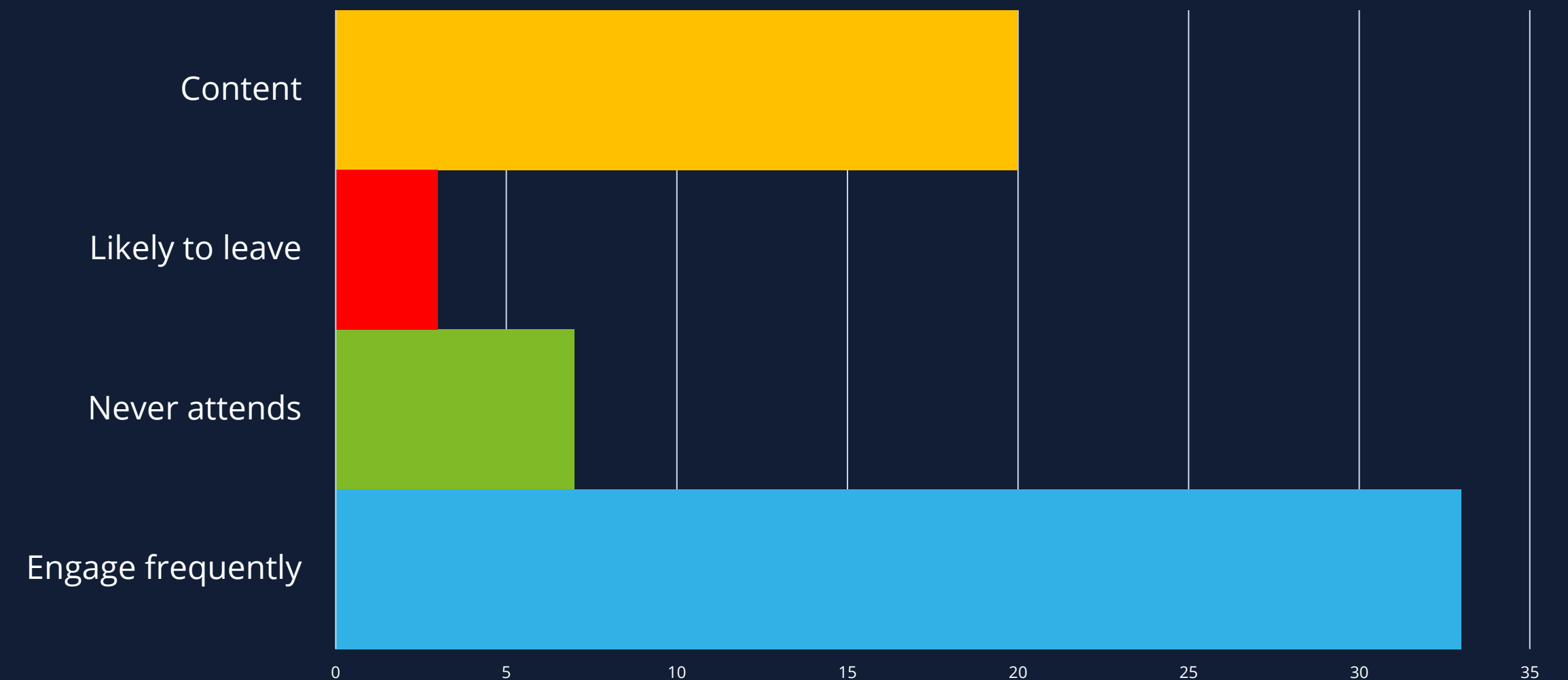


## Retain



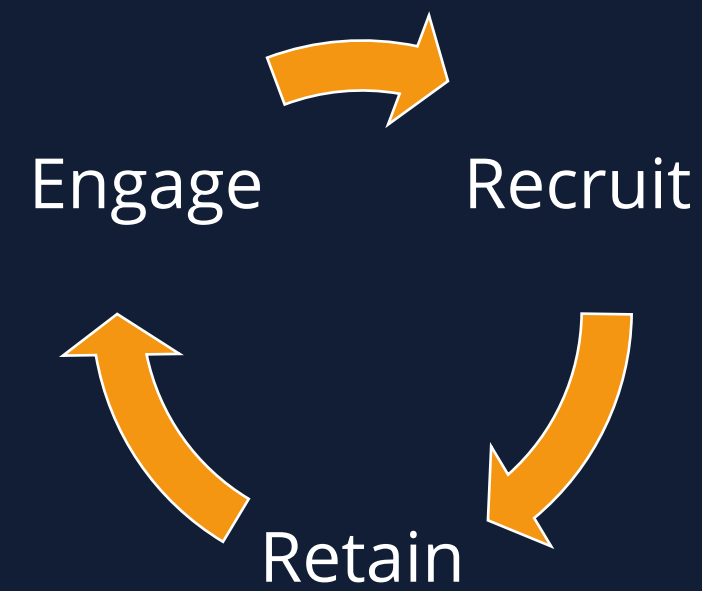
## Engage

## Value



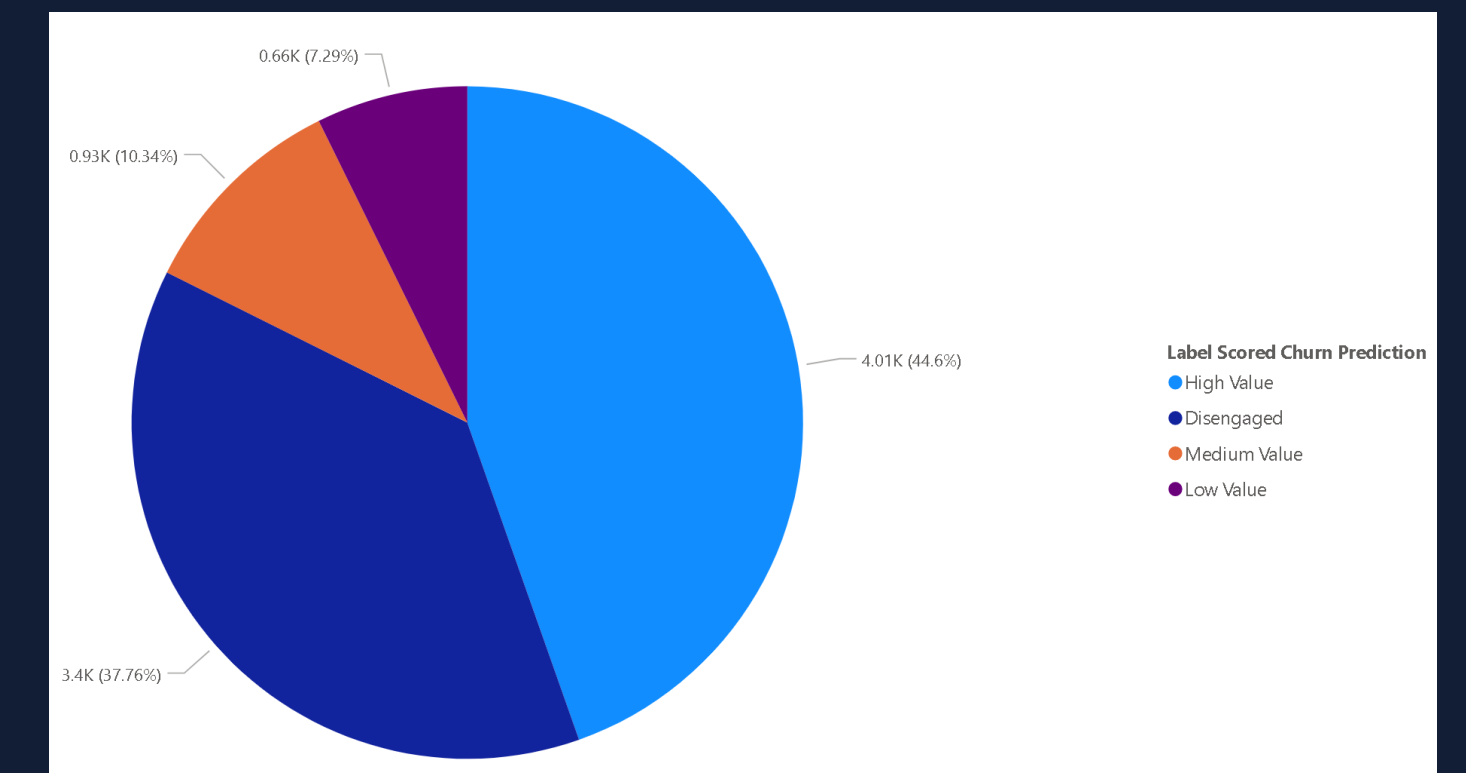
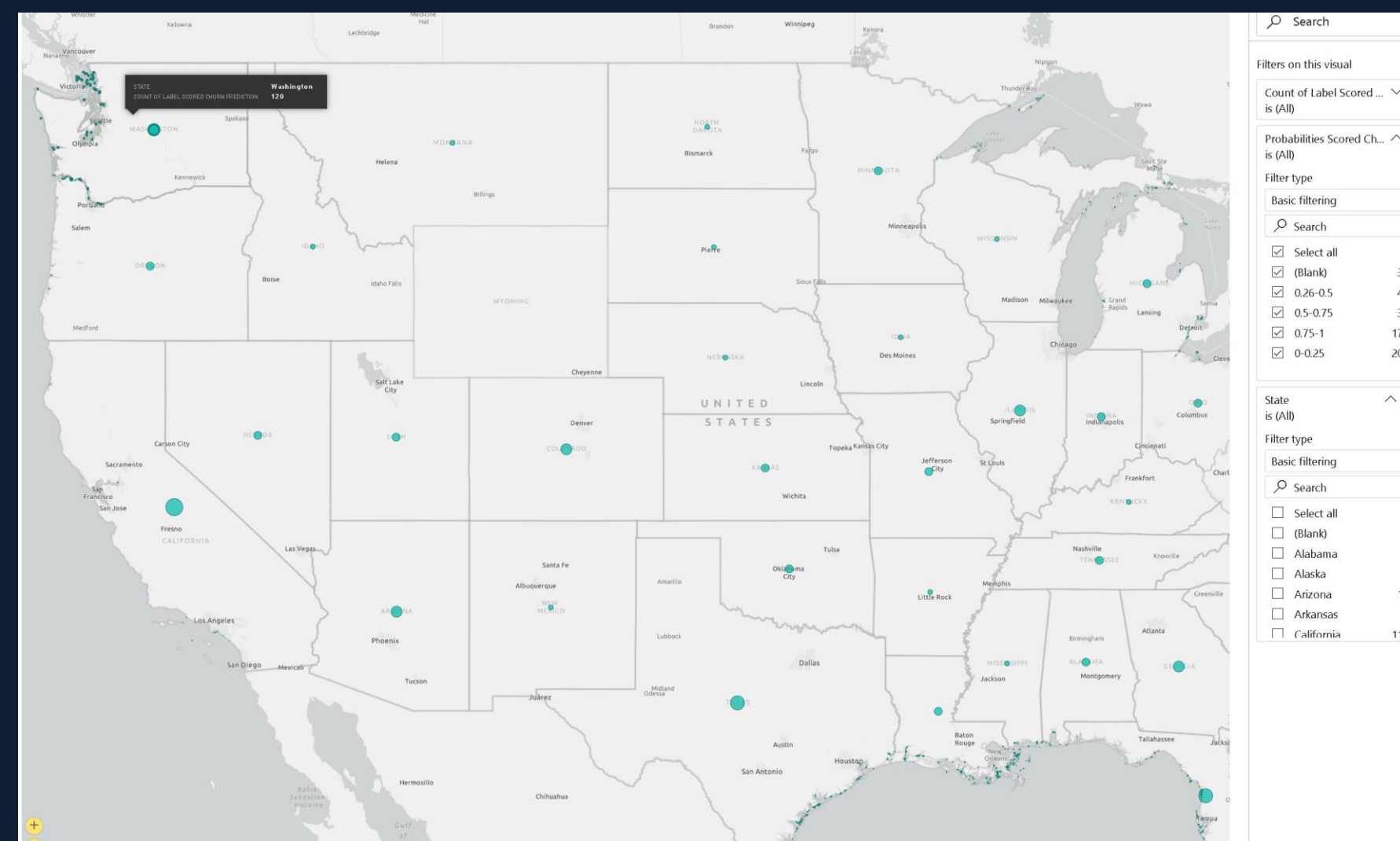
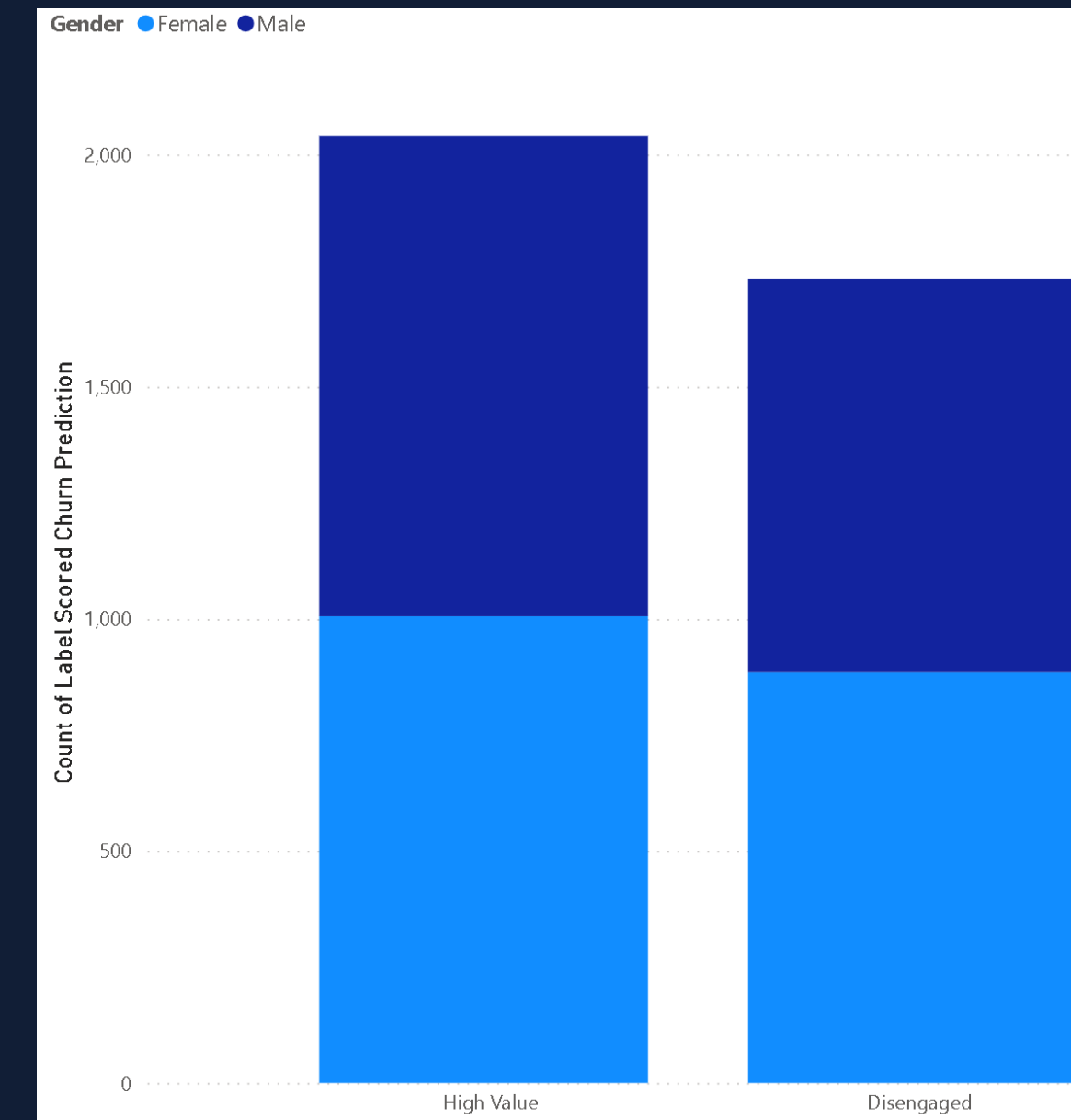
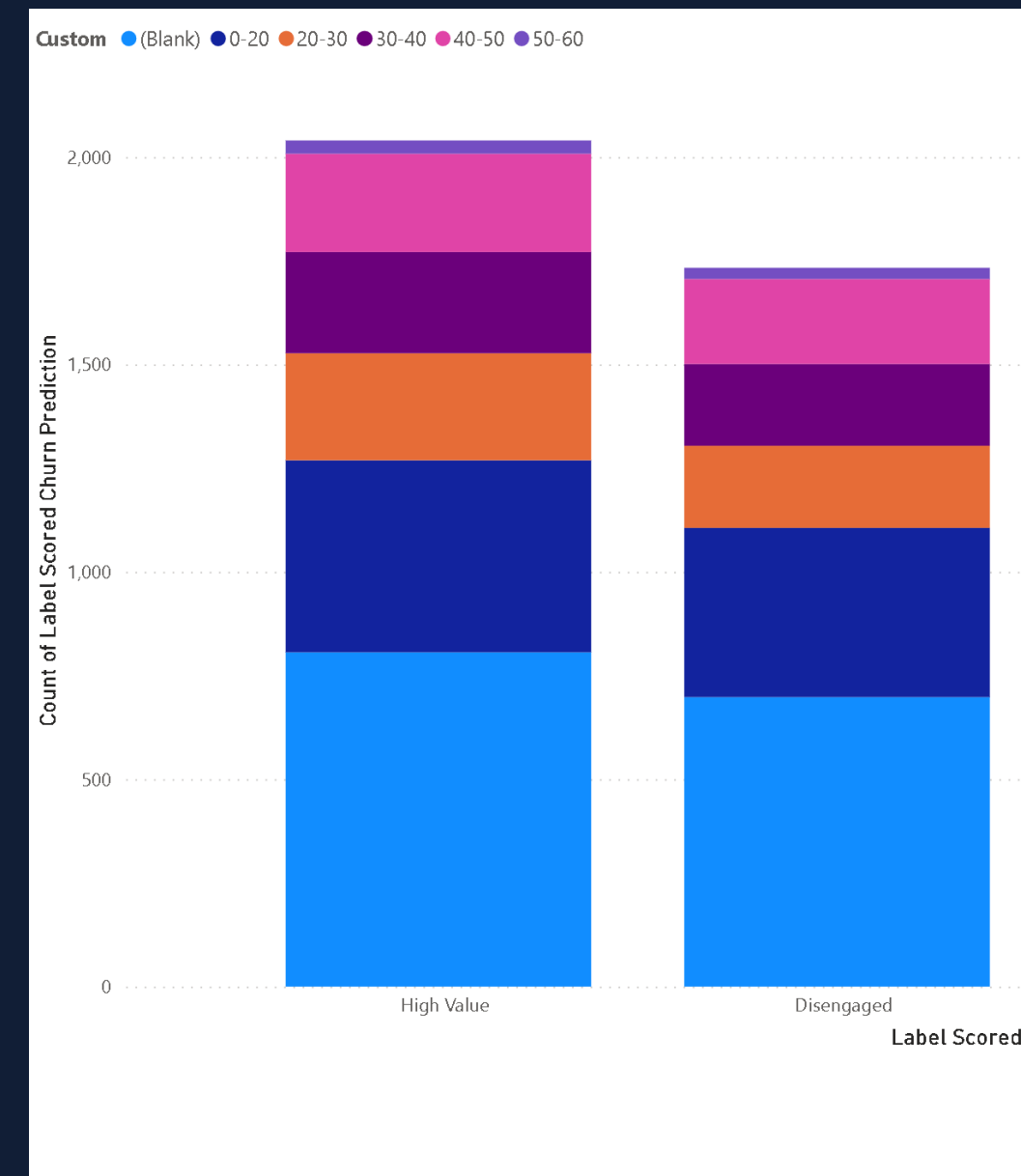
- Are you able at any single moment able to know:
- Which members are likely to churn?
  - Which members take part in events?
  - Are you able to visually see where your members are located?
  - Track members that are engaging less and less?

# TC membership



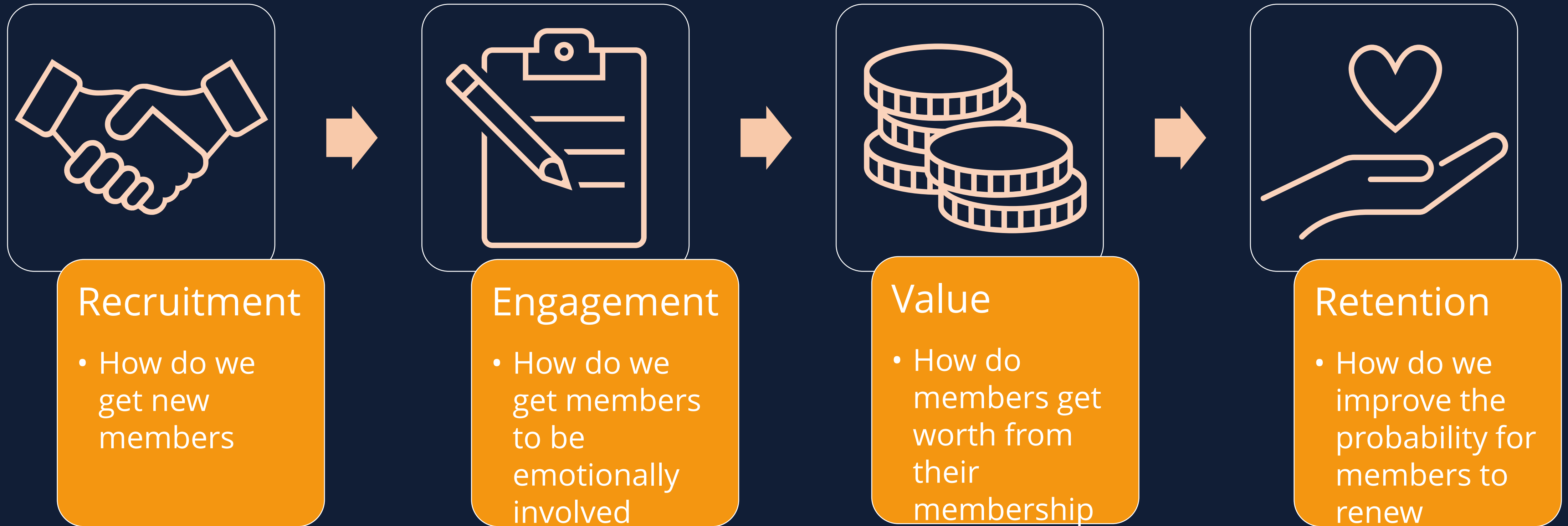
The solution we built is able to determine which members are engaging and which are at risk to churn.

It is 8 times more expensive to recruit a member than to keep a member.





# How do we support the four pillars





# Membership personas



**Anna**  
Member

Wants to be engaged, get value from her membership and be happy to renew her membership



**Brian**  
Agent

Managing the daily activities of the membership organisation that are required in each of the four pillars

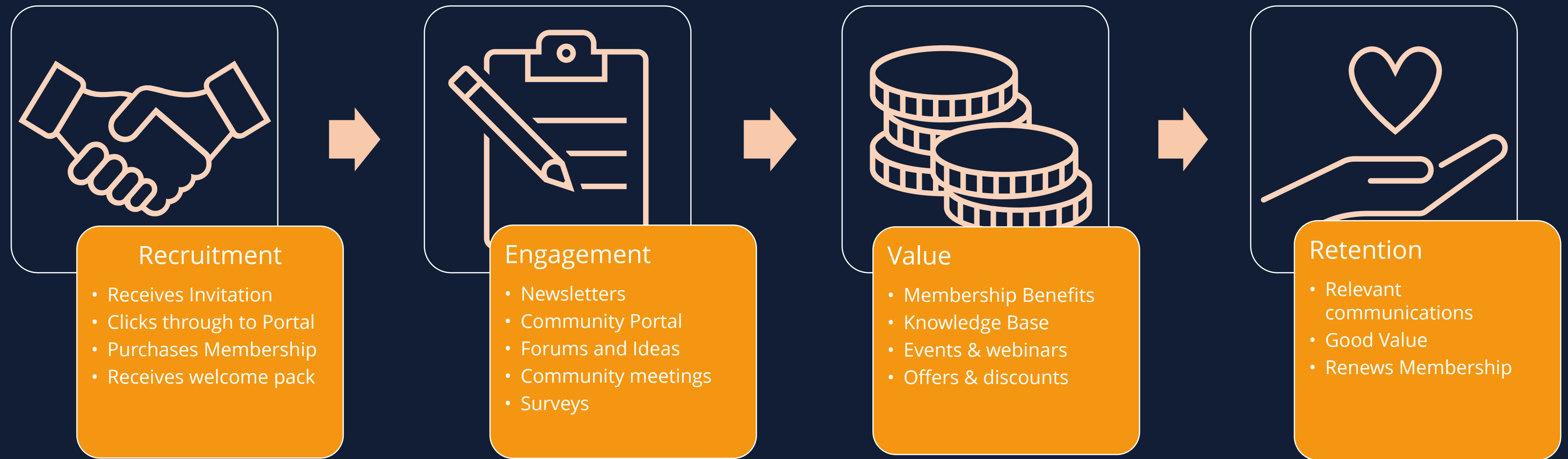


**Sheena**  
Manager

Undertaking the Marketing activities to help recruit and engage members, give value to members and improve member retention



# Anna



**CONNECT**

Become a member of CONNECT  
and get the chance to benefit from our many membership opportunities

**Key Membership Benefits**

- Members Portal
- Interactive Forums and Ideas
- CONNECT Blog
- Extensive searchable knowledge base at your disposal to help you grow your business

## Most Popular Articles

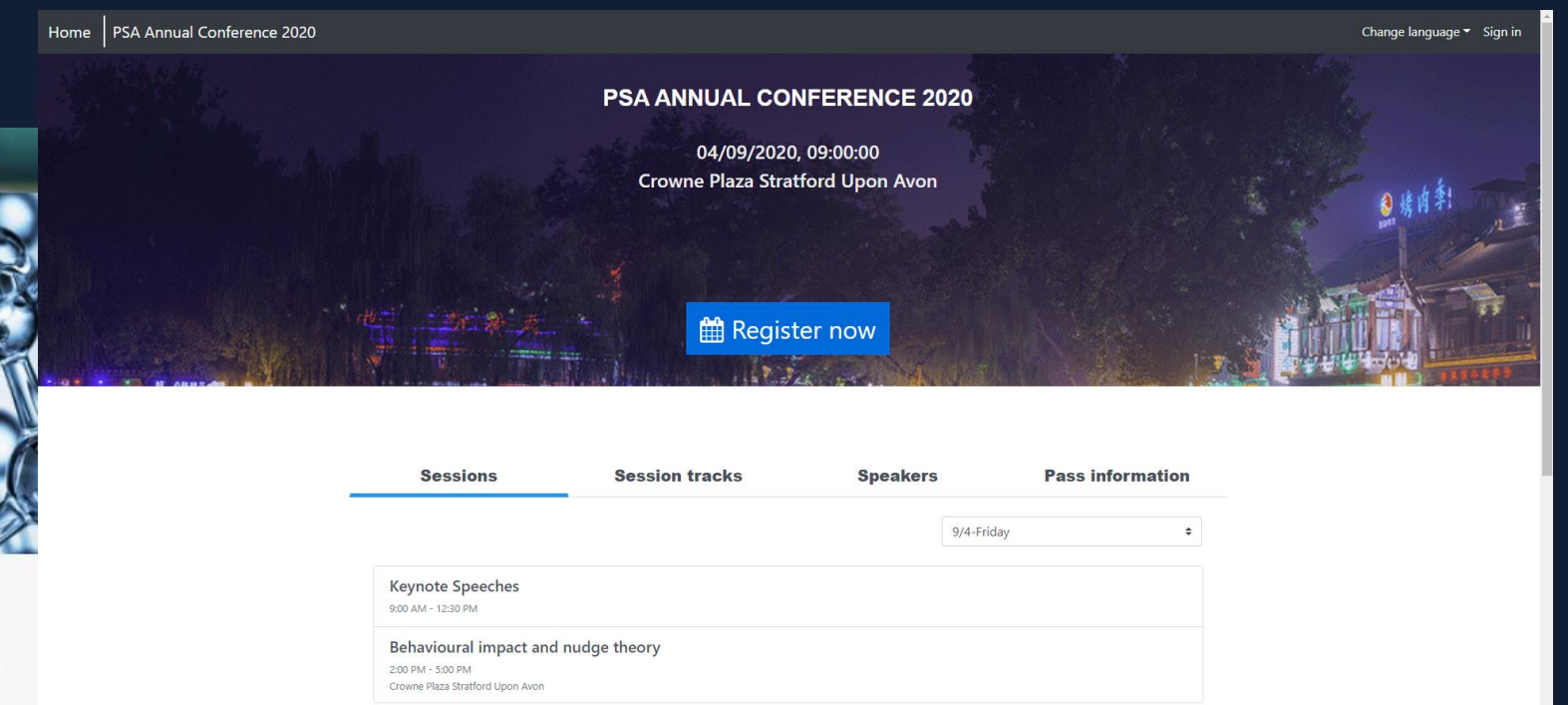
**CONNECT**  
Membership Survey

1. How would you rate your overall satisfaction with us?

Dissatisfied ★★★★★ Satisfied

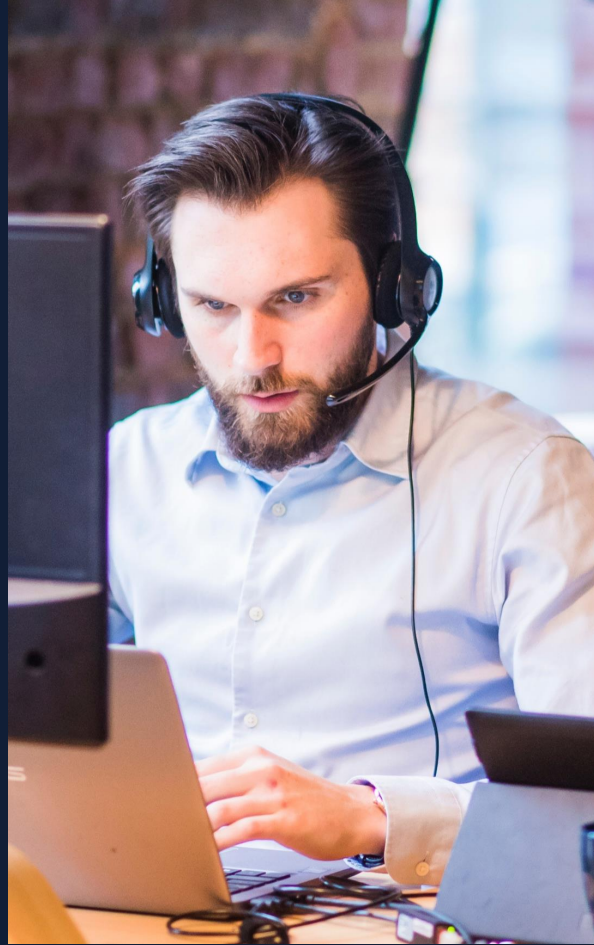
2. Based on your experience with our company in **the last three months**, please rate how much you agree with the following statements:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Does not apply
I've been satisfied with the way that CONNECT engage with me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easy to conduct business with CONNECT	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have all the resources and information I need from CONNECT	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>





# Brian



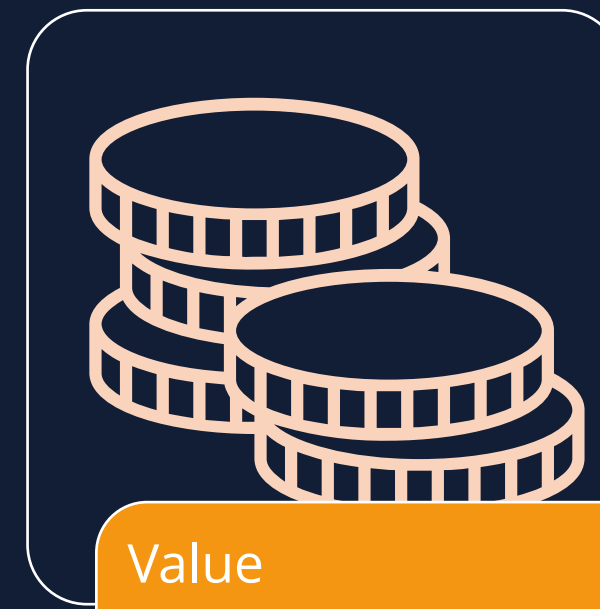
## Recruitment

- Sales Ready Leads
- Manages pipeline
- Tracks communications
- Onboards Members
- Records Interests



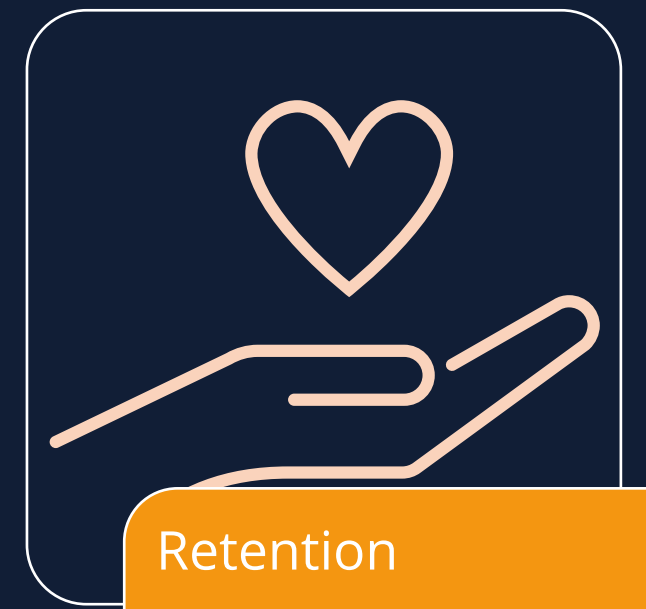
## Engagement

- Mediate Forums & Ideas
- Manage Knowledge Articles
- Manage Community Meetings



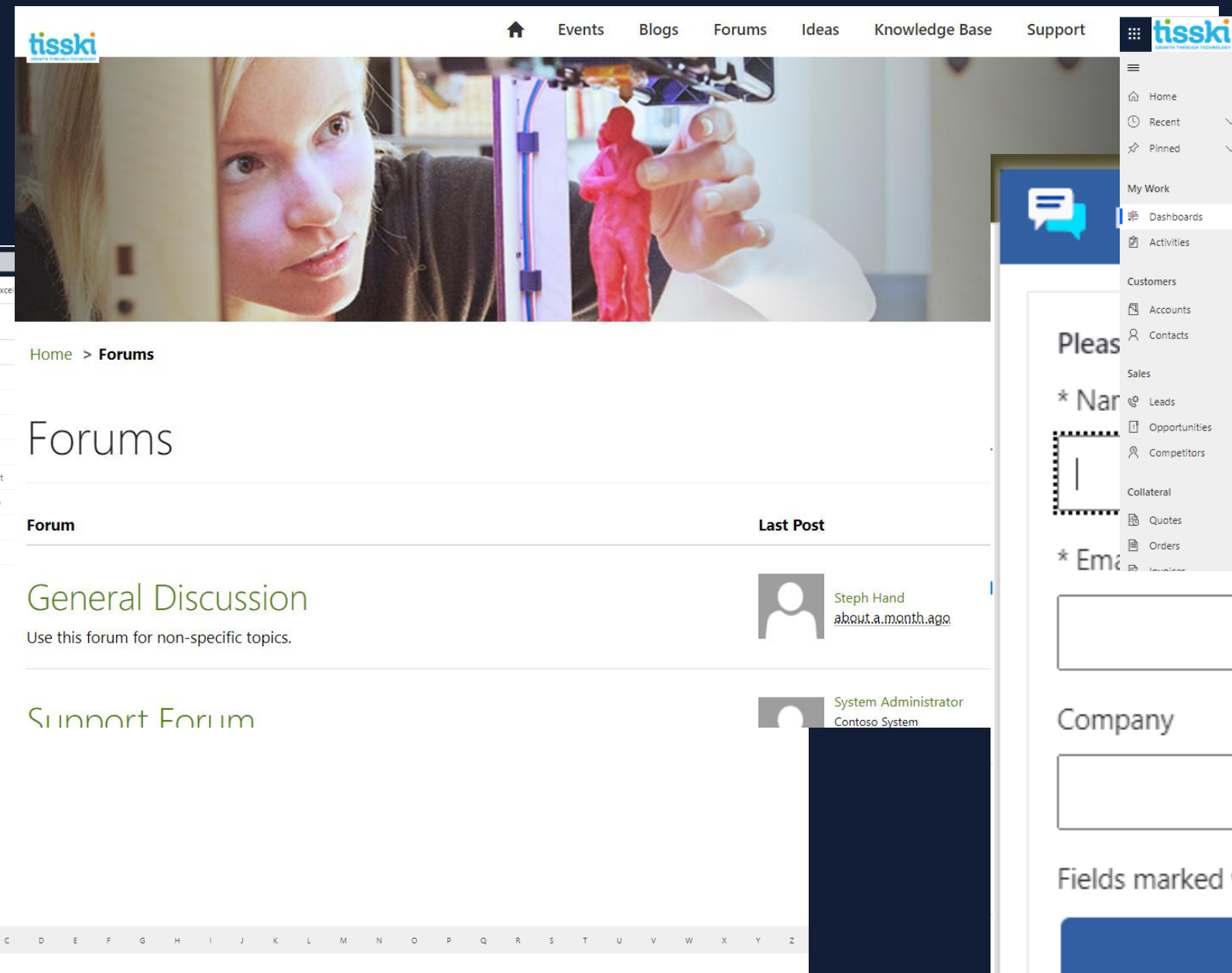
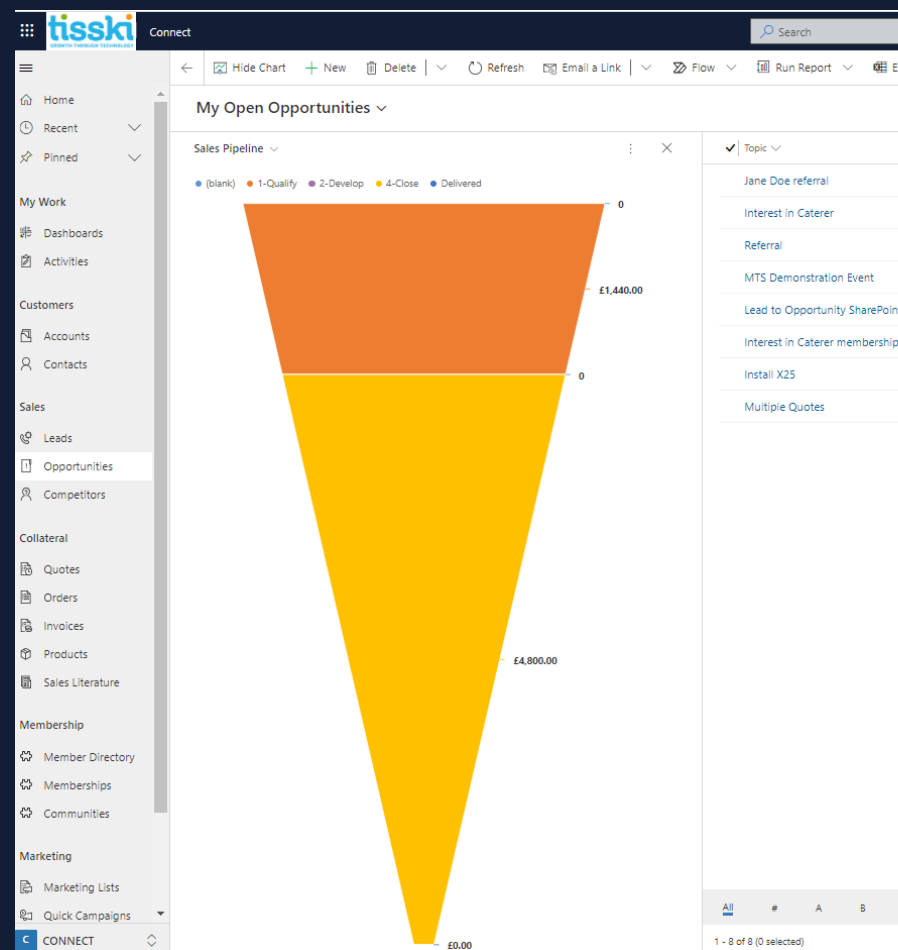
## Value

- Omnichannel
- Tracks Benefits
- Event registrations
- Records interactions
- Subscriptions & payments



## Retention

- Membership Dashboard
- Renewals Management



**CONNECT Membership Management**

**Renewing Memberships**

Member	Membership Number	Product	Start	Expiry
Carol Macquarrie (MI)	MSP-10000541	Caterer Membr	11/07/2020	---
Carol McKeenhan (ME)	MSP-10000542	Caterer Membr	10/07/2020	---
Carol Milster (MEM-C)	MSP-10000543	Caterer Membr	09/07/2020	---
Carol Nebesnik (MEM)	MSP-10000544	Caterer Membr	08/07/2020	---
Carol Neeley (MEM-C)	MSP-10000545	Caterer Membr	07/07/2020	---
Carol Olmeyer (MEM)	MSP-10000546	Caterer Membr	06/07/2020	---
Carol Paginawan (MI)	MSP-10000547	Caterer Membr	05/07/2020	---
Carol Pallet (MEM-00)	MSP-10000548	Caterer Membr	04/07/2020	---
Carol Pantie (MEM-0)	MSP-10000549	Caterer Membr	03/07/2020	---

**Lapsed Memberships**

Member	Membership Number	Product	Start	Expiry
Charles Ehlers (MEM-)	MSP-10000611	Caterer Membr	02/05/2020	---
Charles Erick (MEM-0)	MSP-10000612	Caterer Membr	01/05/2020	---
Charles Espe (MEM-0)	MSP-10000613	Caterer Membr	30/04/2020	---
Charles Feazelle (ME)	MSP-10000614	Caterer Membr	29/04/2020	---
Charles Feidkamp (M)	MSP-10000615	Caterer Membr	28/04/2020	---
Charles Fernstaedt (M)	MSP-10000616	Caterer Membr	27/04/2020	---
Charles Fieeger (MEM)	MSP-10000617	Caterer Membr	26/04/2020	---
Charles Fudacz (MEM)	MSP-10000618	Caterer Membr	25/04/2020	---
Charles Ganley (MEM)	MSP-10000619	Caterer Membr	24/04/2020	---

**My Open Opportunities**

Topic	Est. Close Date	Est. Revenue	Contact
Jane Doe referral	31/12/2020	£4,500.00	Jane Doe
Interest in Caterer	---	£1,440.00	---
Referral	01/10/2020	£300.00	Joe Bloggs
MTS Demonstration Event	---	£0.00	Chris Benbow
Lead to Opportunity SharePoint	---	---	Just Testing
Interest in Caterer membership	---	---	Amy Peters
Install X25	---	---	Field
Multiple Quotes	---	---	Anna The Patient

Please provide your details below.

\* Name

\* Email

Company

Fields marked with \* are mandatory.

**Submit**





## Sheena



## Recruitment

- Website visits
- Email Insights
- Customer Journeys
- Lead Scoring



## Engagement

- Newsletters
- Email Insights
- Satisfaction scoring
- Customer Sentiment



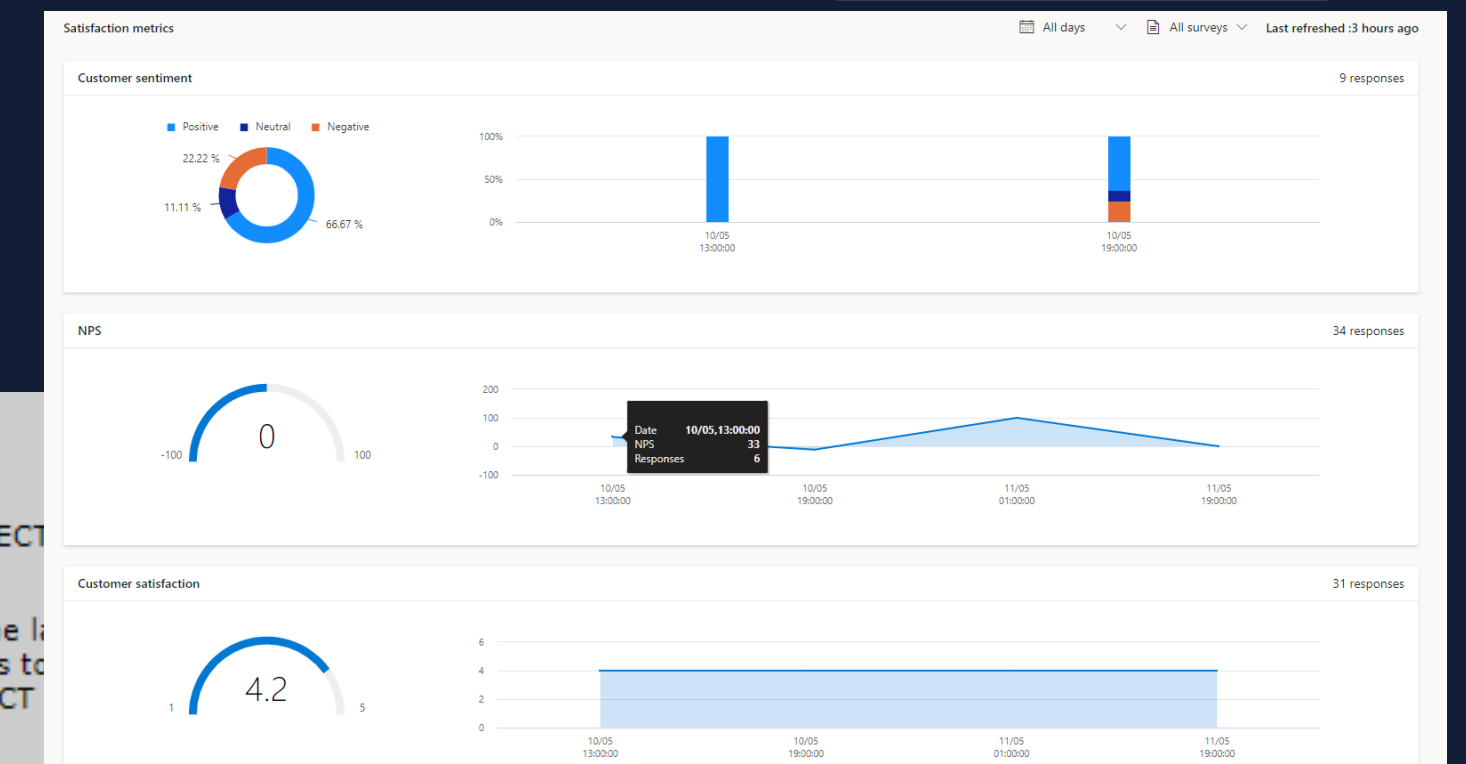
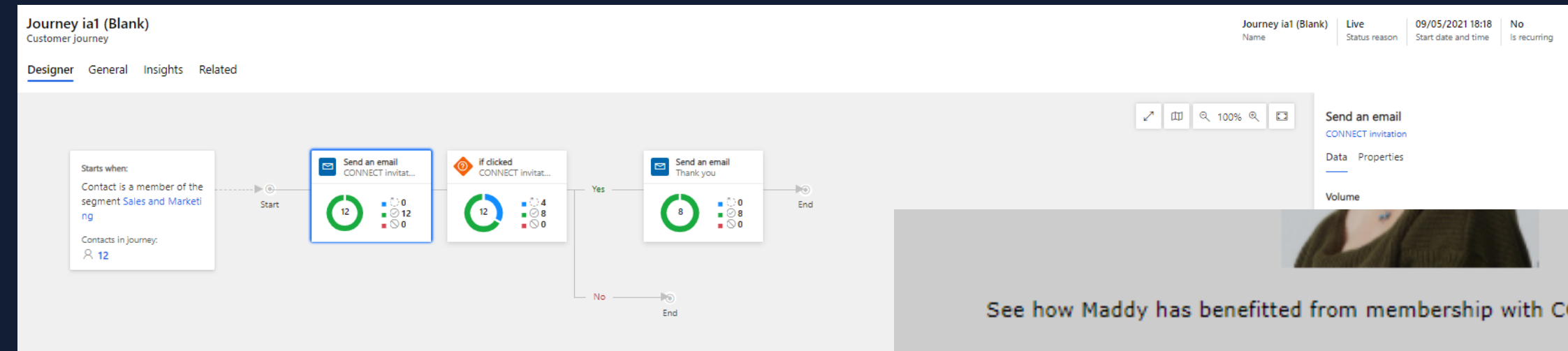
## Value

- Events & webinars
- Targeted offers
- Customer Journeys
- Social Engagement



## Retention

- Engagement Profiling
- Behavioural Segmentation
- Targeted Marketing
- Relevant offers



## Overall data

Total delivered	Unique opens	Opens	Unique clicks	Clicks
12	8	30	8	21
Click-through rate	Open rate	Generated leads from...		
66.67%	66.67%	0		

See how Maddy has benefitted from membership with CONNECT

Maddy has run her own Management Insights business for the last 5 years. With the help of CONNECT she has managed to grow her business to over 100k in revenue. For a full insight into how Maddy has benefitted from CONNECT please read her blog.

[Read the full blog here](#)

## Our Purpose

CONNECT is in business to create a community for our members and to help them be successful and grow their businesses

[Read about CONNECT here](#)

Grow your business with the help of CONNECT membership.

CONNECT

tisski

Gold  
Microsoft Partner

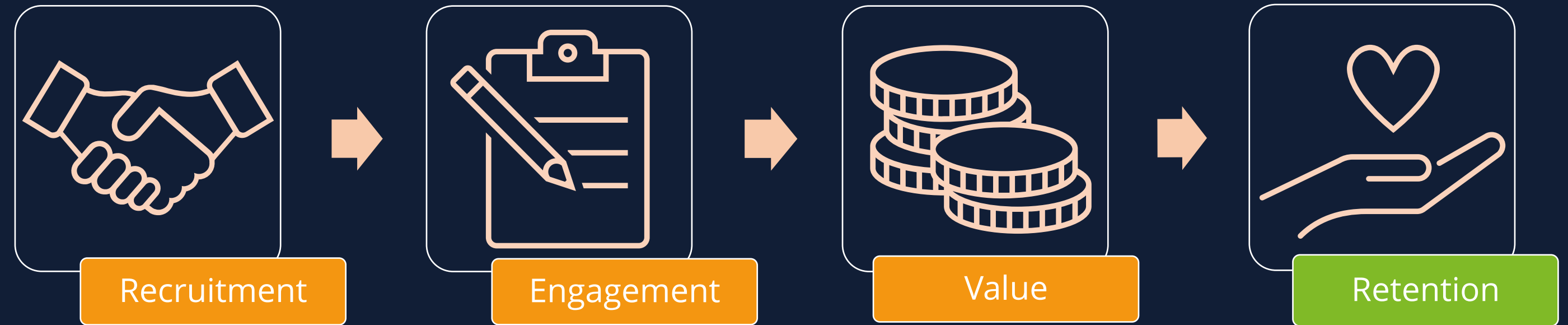


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# Sheena



- Engagement Profiling
- Behavioural Segmentation
- Targeted Marketing
- Relevant offers



## There is a Problem

- Lots of Information
- Data in different tables/systems
- Can't see the wood for the trees

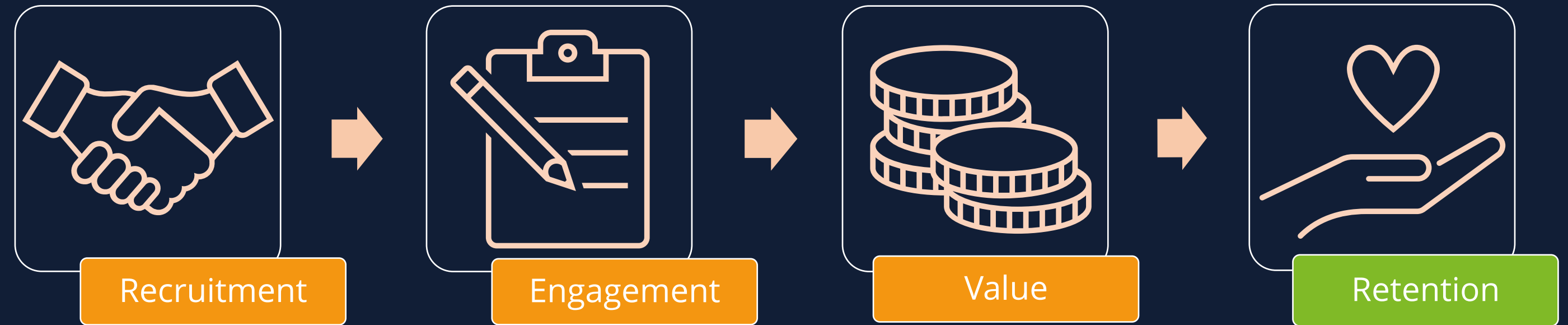




# Sheena



- Engagement Profiling
- Behavioural Segmentation
- Targeted Marketing
- Relevant offers



## What is the Solution?

Behavioural Segmentation  
on a  
Customer Data Platform



# What is a Customer Data Platform (CDP)

Data Sources



300+

Connectors



Map  
Match  
Merge



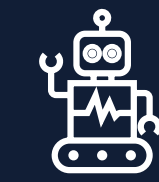
Customer  
Profiles

Add Index and  
Search fields

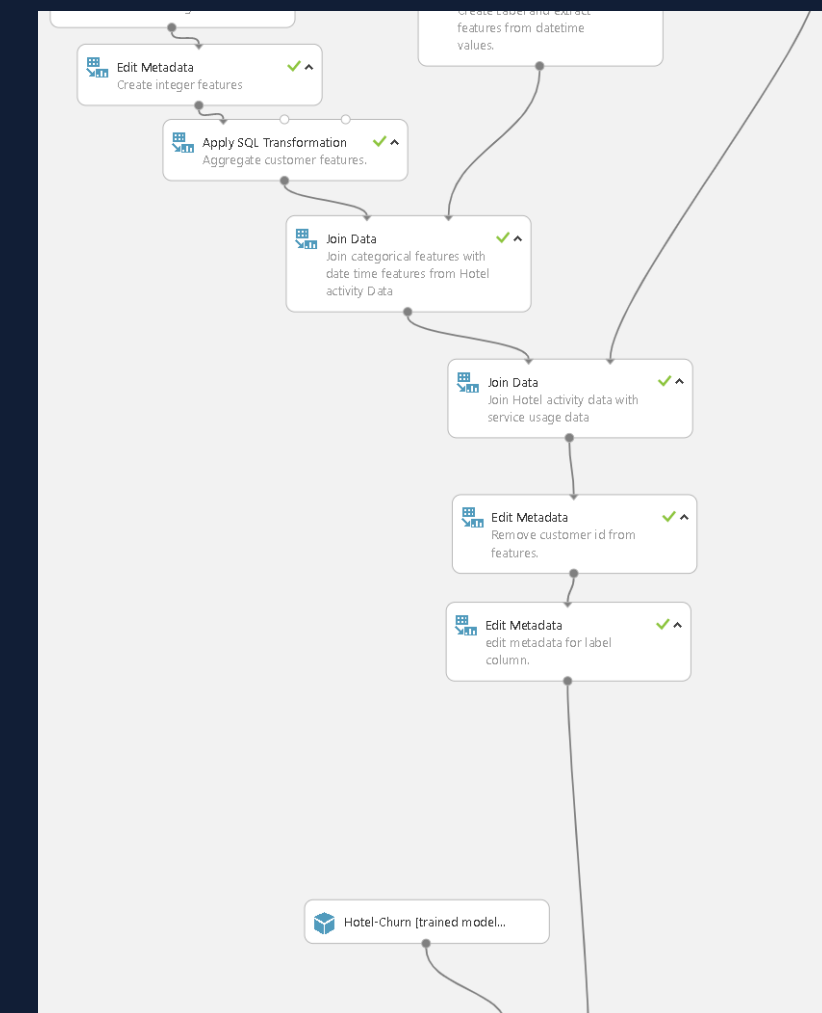


Identify  
Activities

Create  
Relationships



Machine  
Learning



Create  
Segments



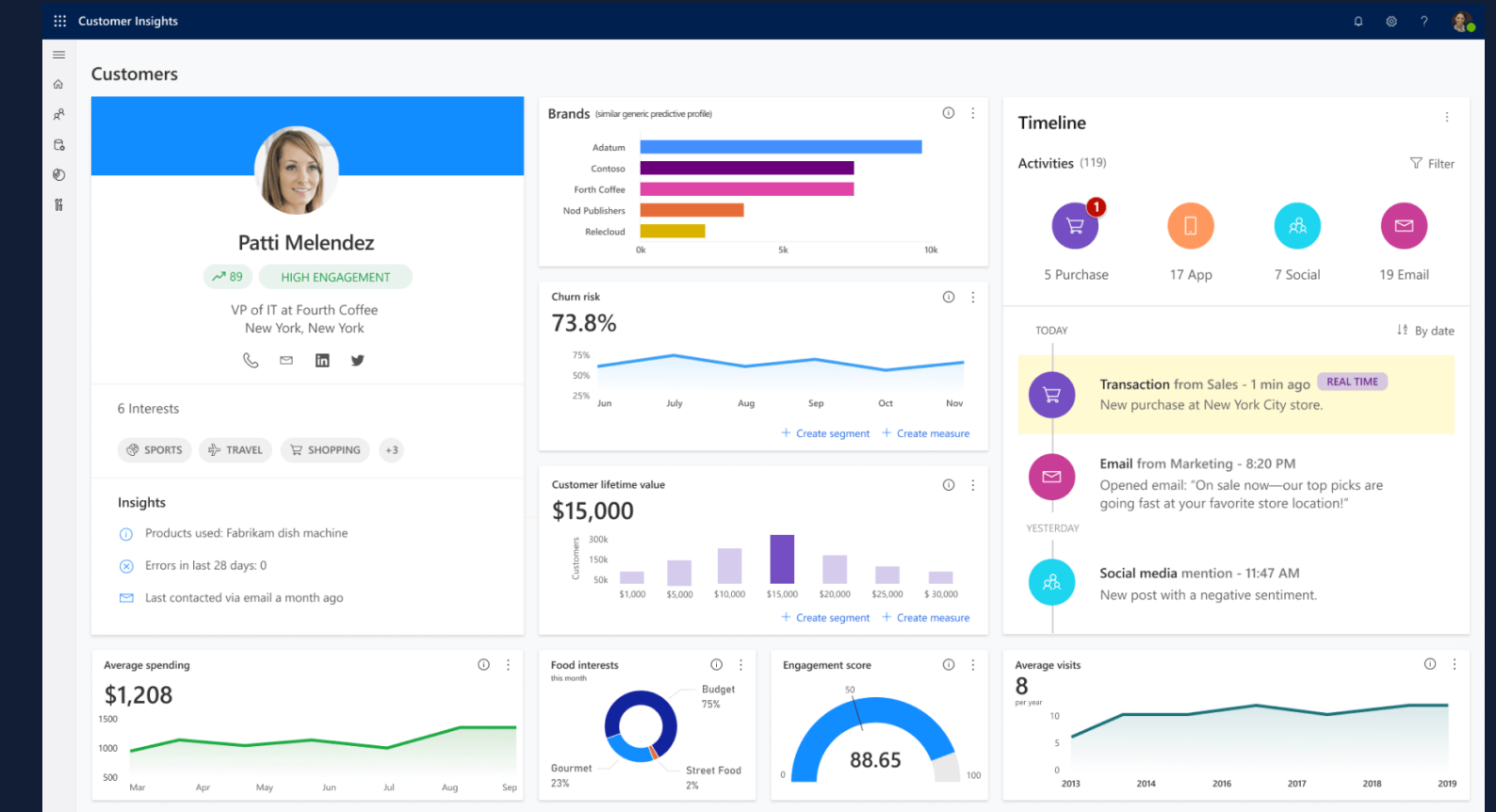
Create  
Measures

Probability

INSIGHTS



Marketing/  
CRM /  
Ad Targeting



Ingest

Unify

Enrich

Predict

Segment

View

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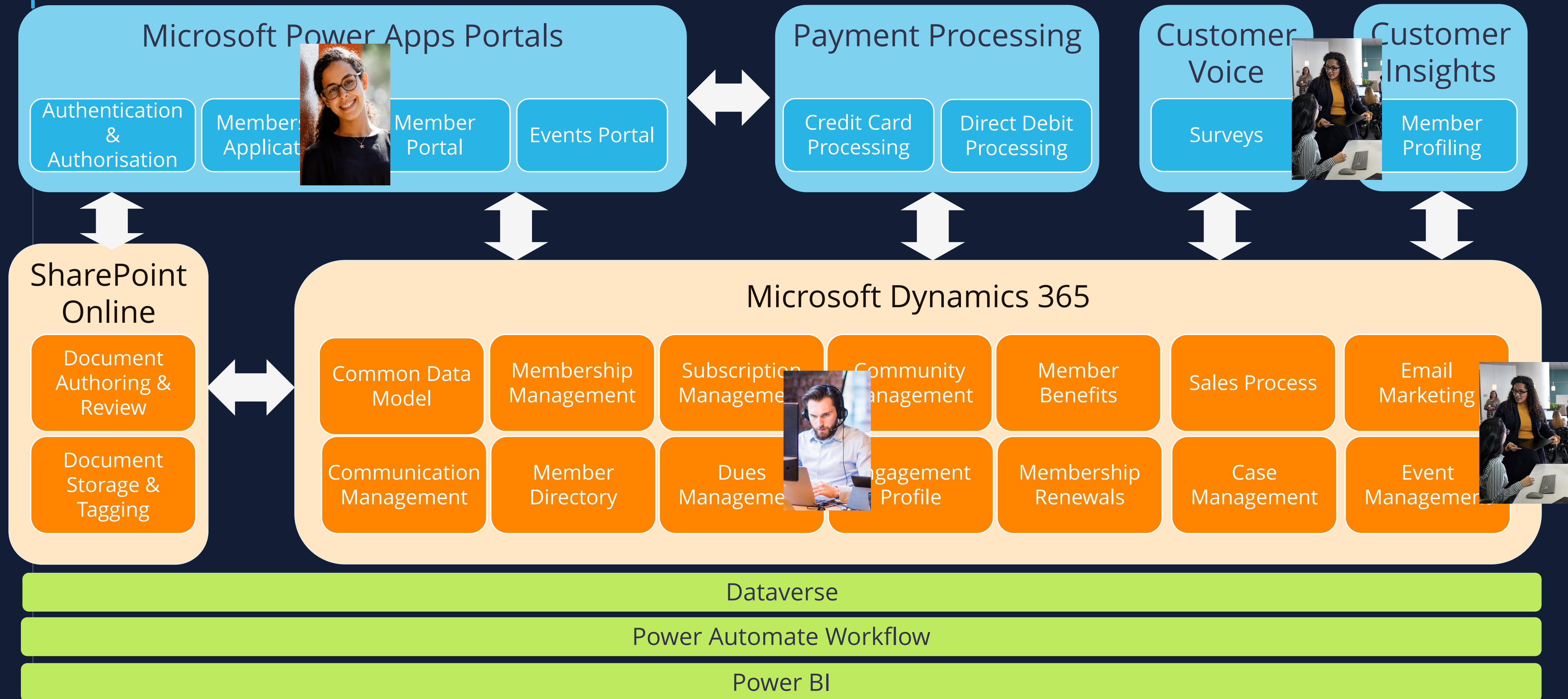
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# Complete Membership Solution

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[hello@tisski.com](mailto:hello@tisski.com)



# Thank you for attending.

For more information, non-committal discovery & demo,  
please get in touch with

**Kim Piek-Van Vuuren,**  
Business Development Executive  
[kim.piek@tisski.com](mailto:kim.piek@tisski.com)

[hello@tisski.com](mailto:hello@tisski.com)

[www.tisski.com](http://www.tisski.com)

