



Date
13th May 2021

Tisski



MemberWise Webinar



|

Gold
Microsoft Partner


2020/2021
INNERCIRCLE
for Microsoft Business Applications

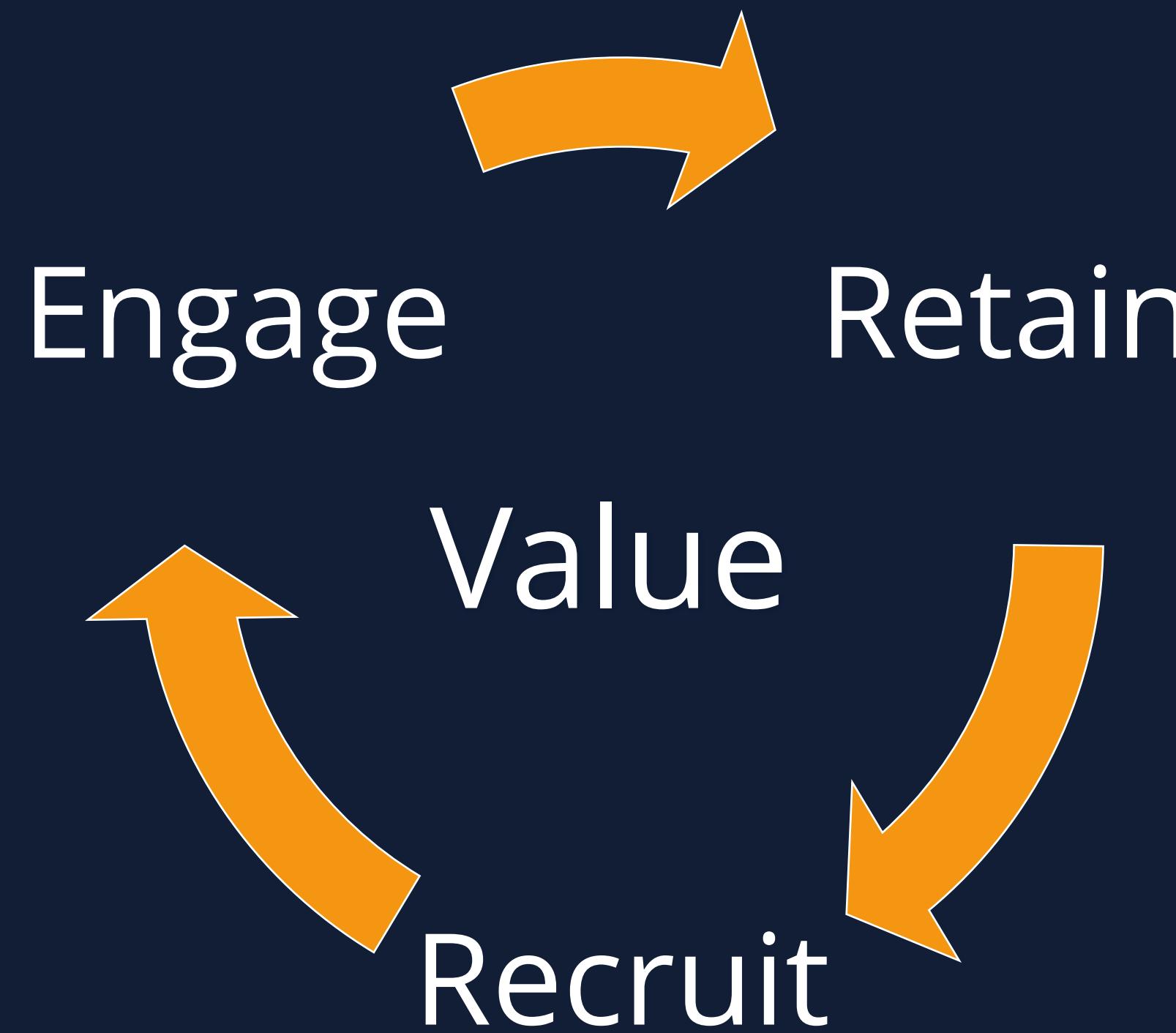
www.tisski.com

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



About Tisski



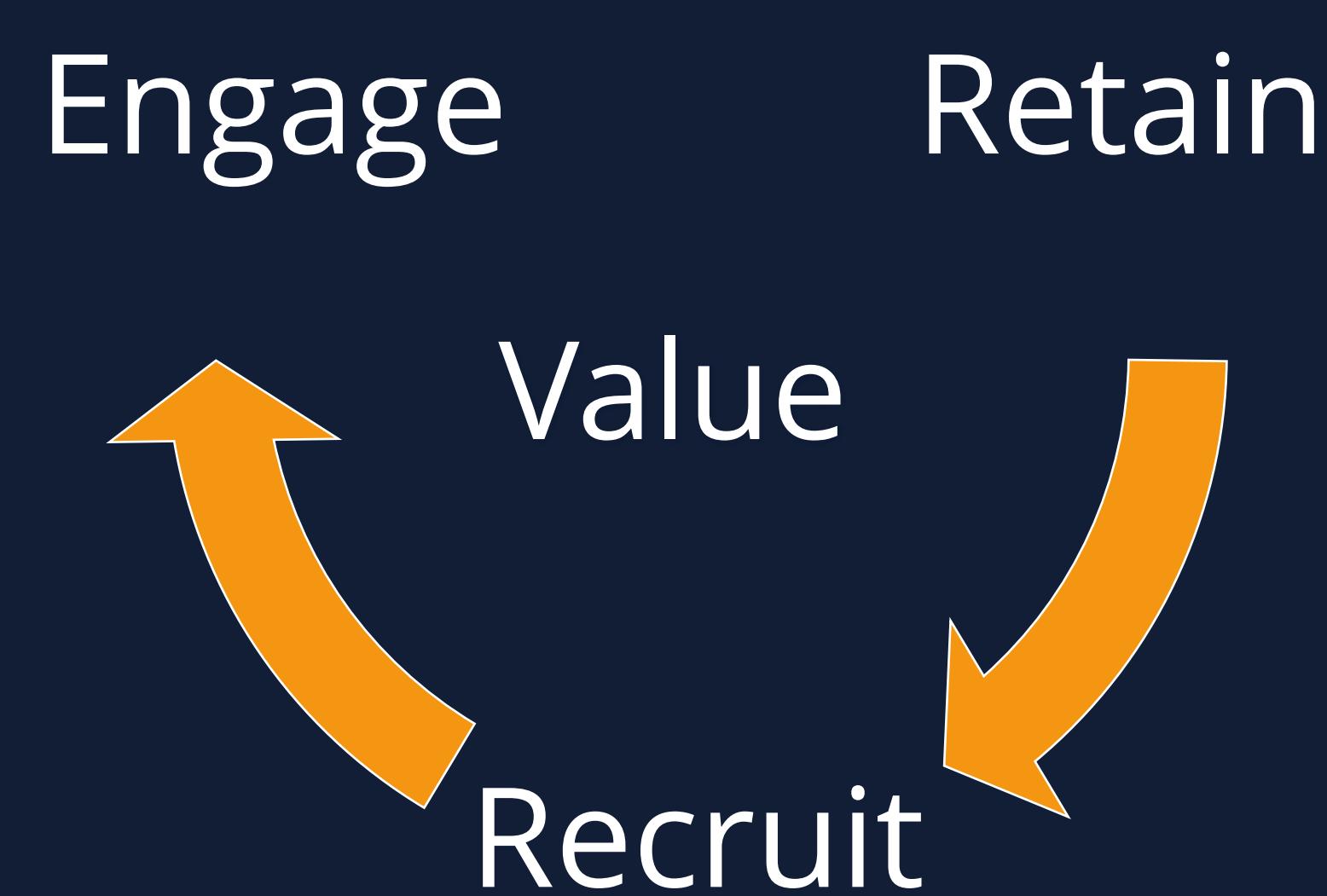
The four pillars to a successful membership



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.

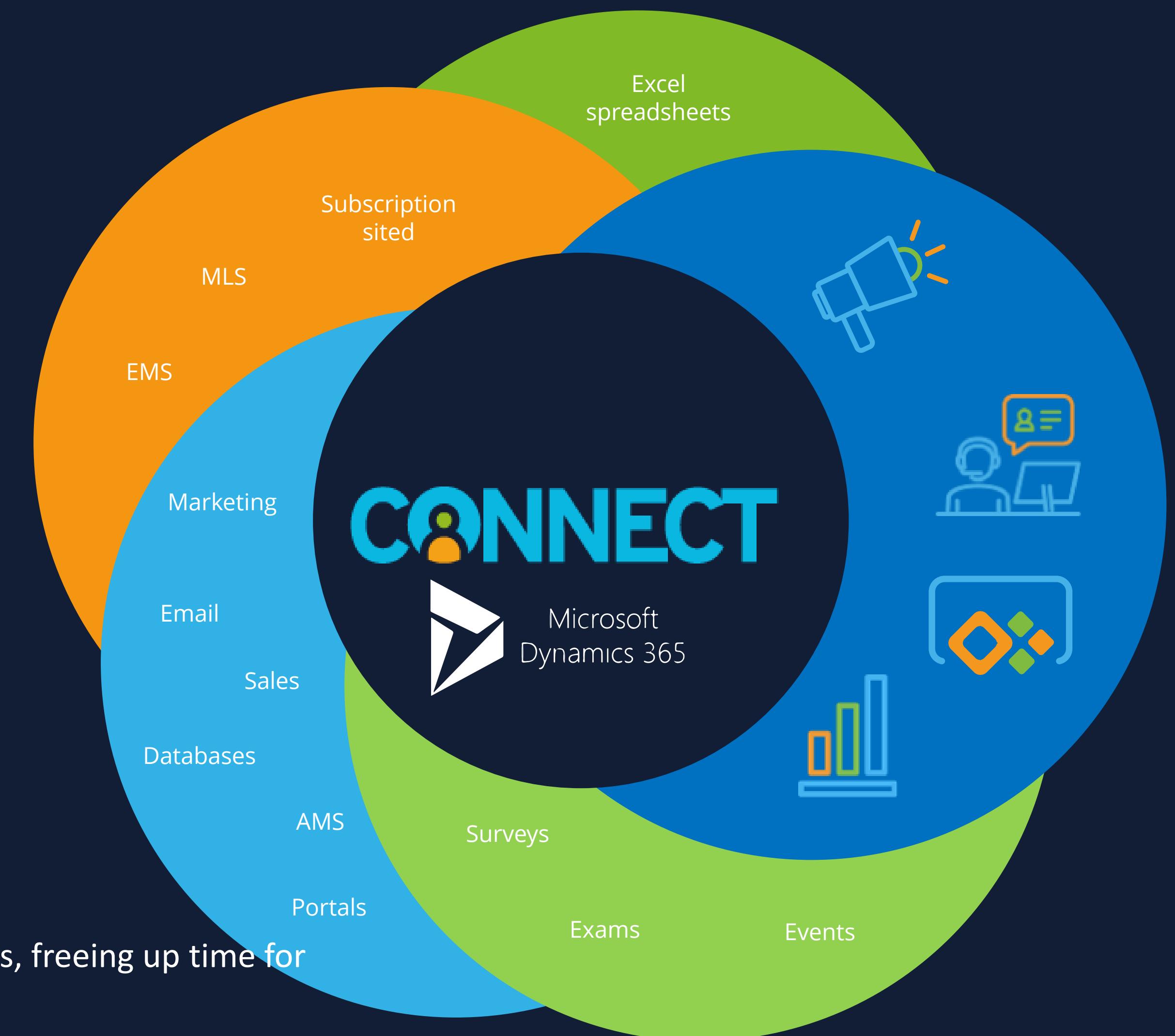
No one-size-fits all method can be used to retain your members thus we need to retain members by reflecting and reacting on their needs and in this manner recruit members through word of mouth or segmented, personalised messaging.

About Tisski

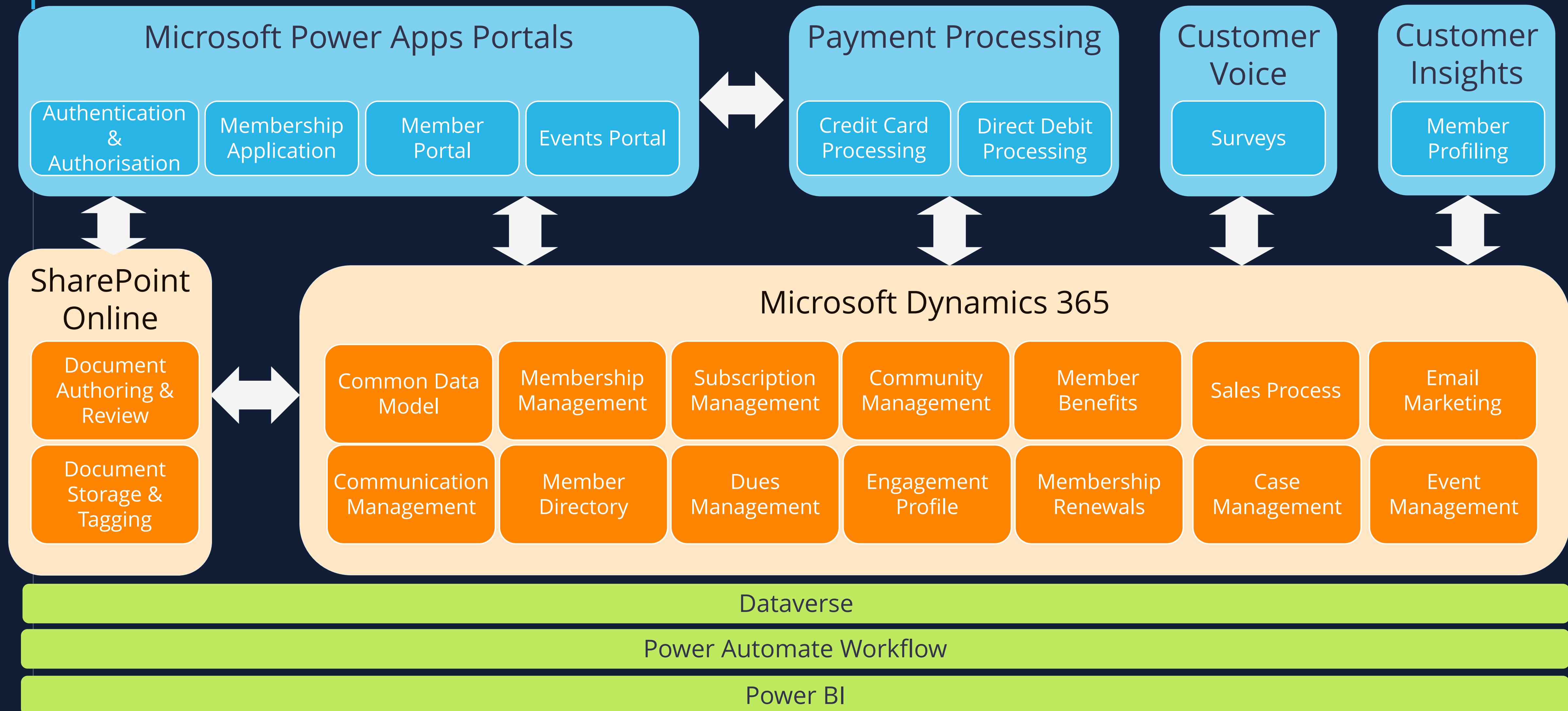


Case Study Platform had to be :

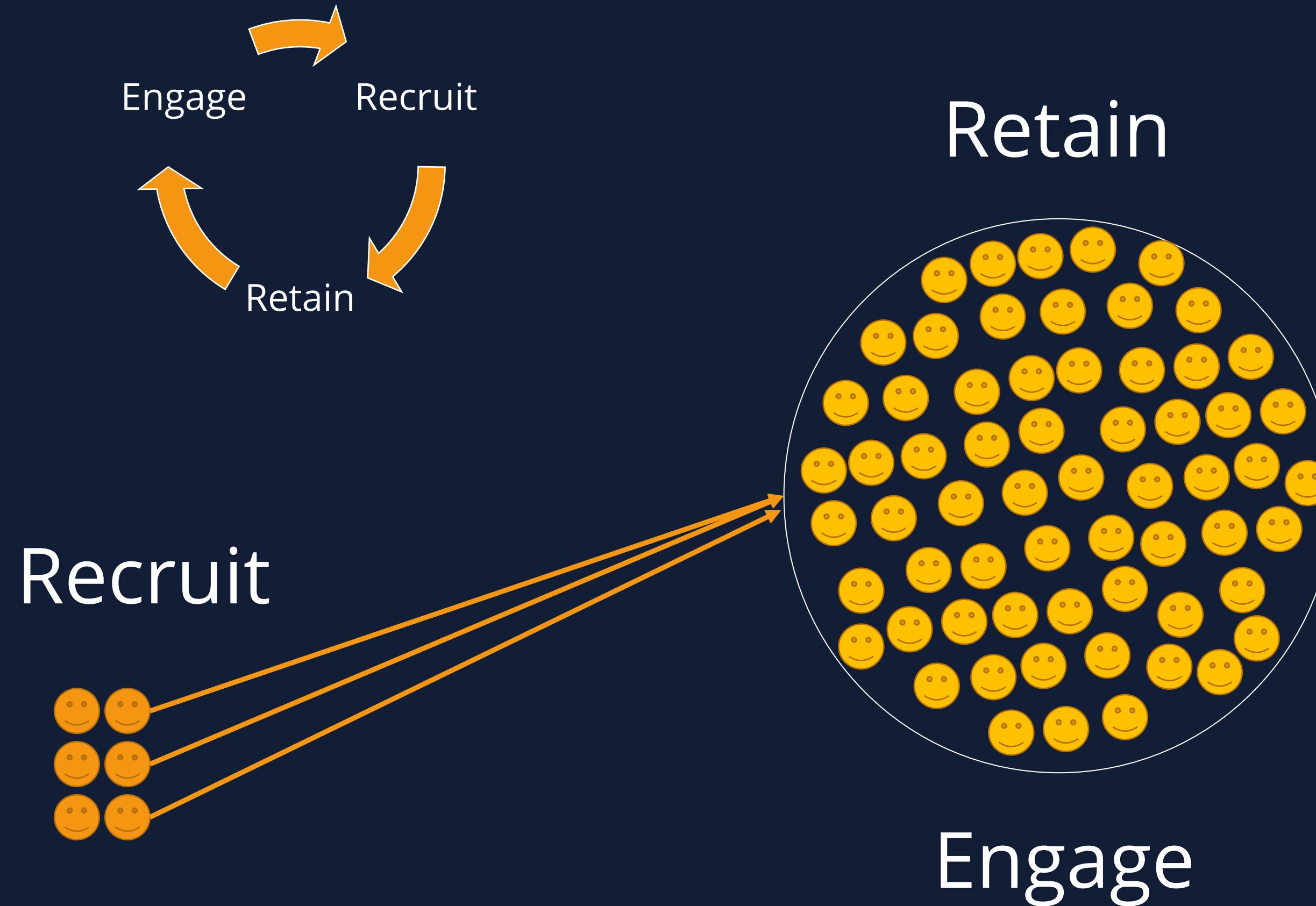
- a widely adopted, trusted platform, OOTB
- Generate immediate benefits through automating administrative tasks, freeing up time for employees.
- Integrate across several departments within the organisation.
- Provide an easily accessible system with the latest security features.
- Allow further configuration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



Membership Overview



CONNECT membership



Value

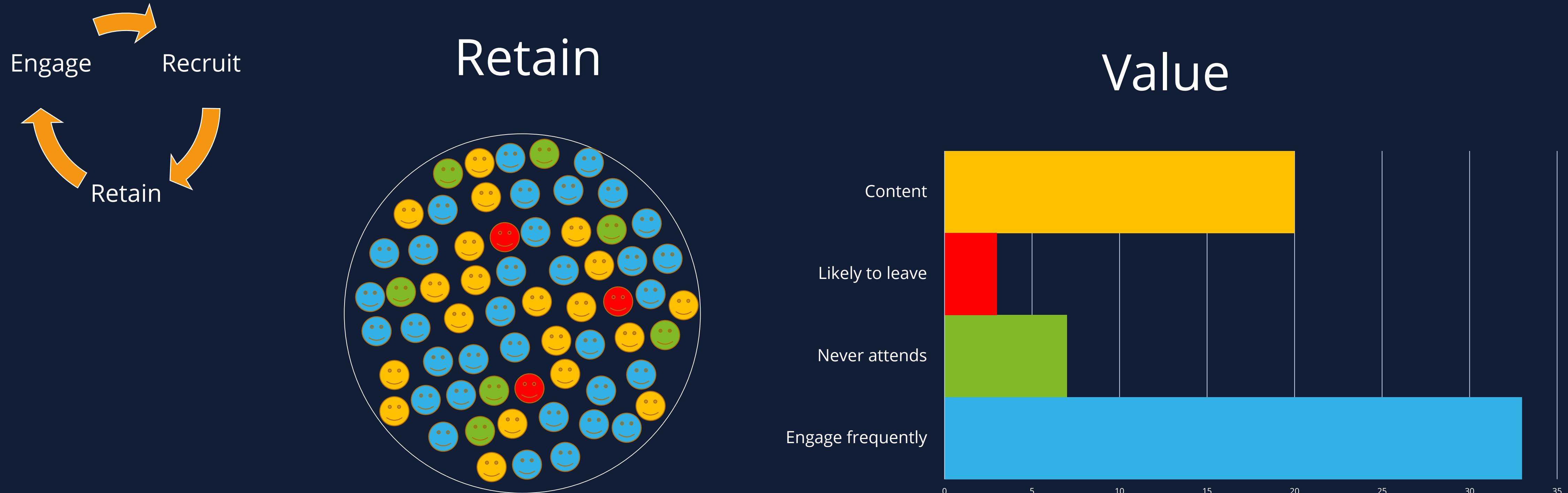


Able to track your recruitment of members?

- 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

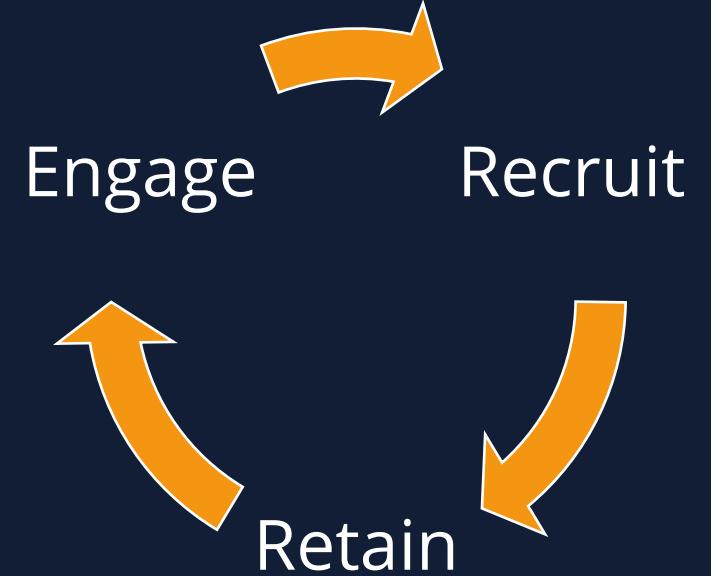


Engage

Are you able at any single moment able to know:

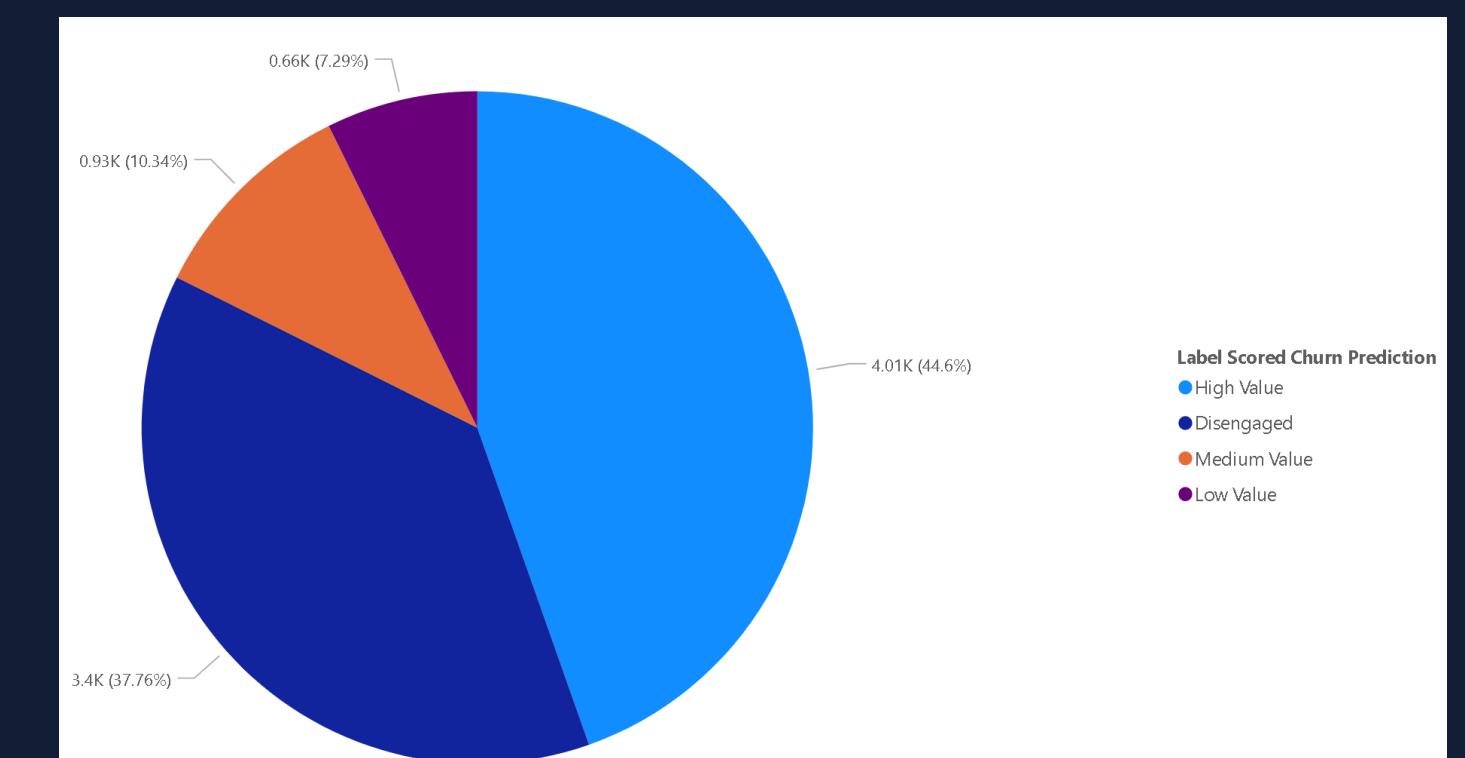
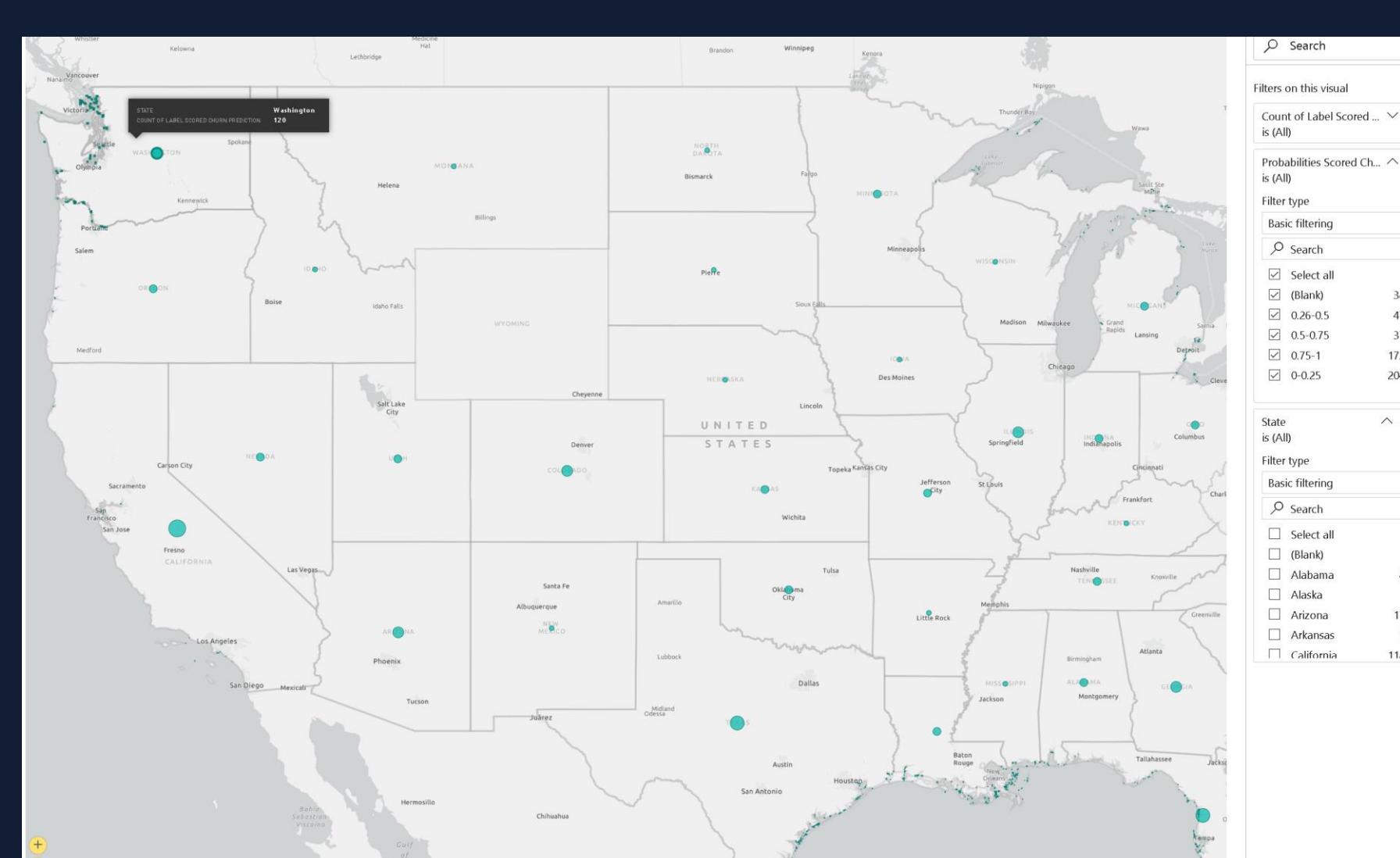
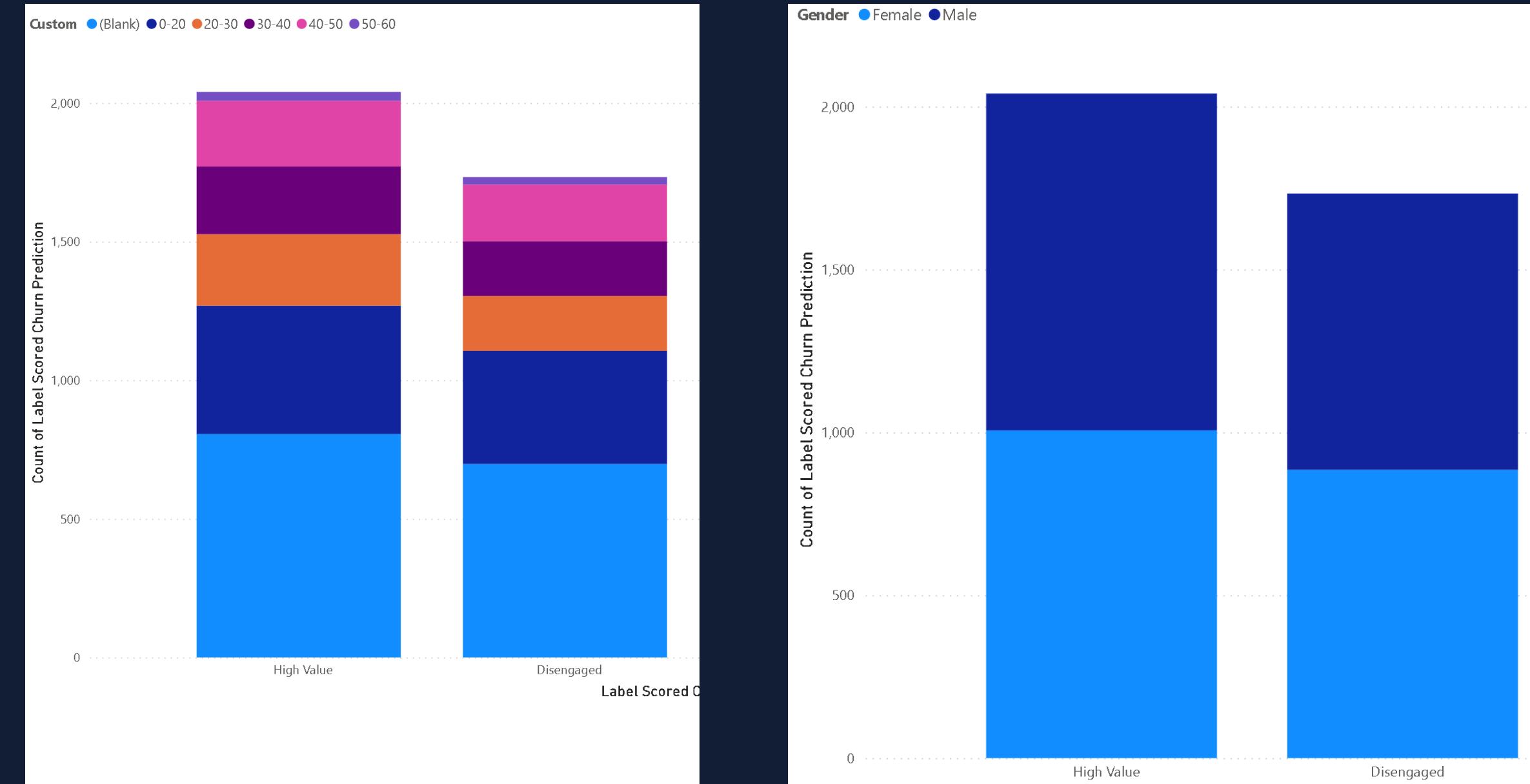
- Which members are likely to churn?
- Which members take part in events?
- Are you able to visually see where your members are located?
- Track members that are engaging less and less?

TC membership

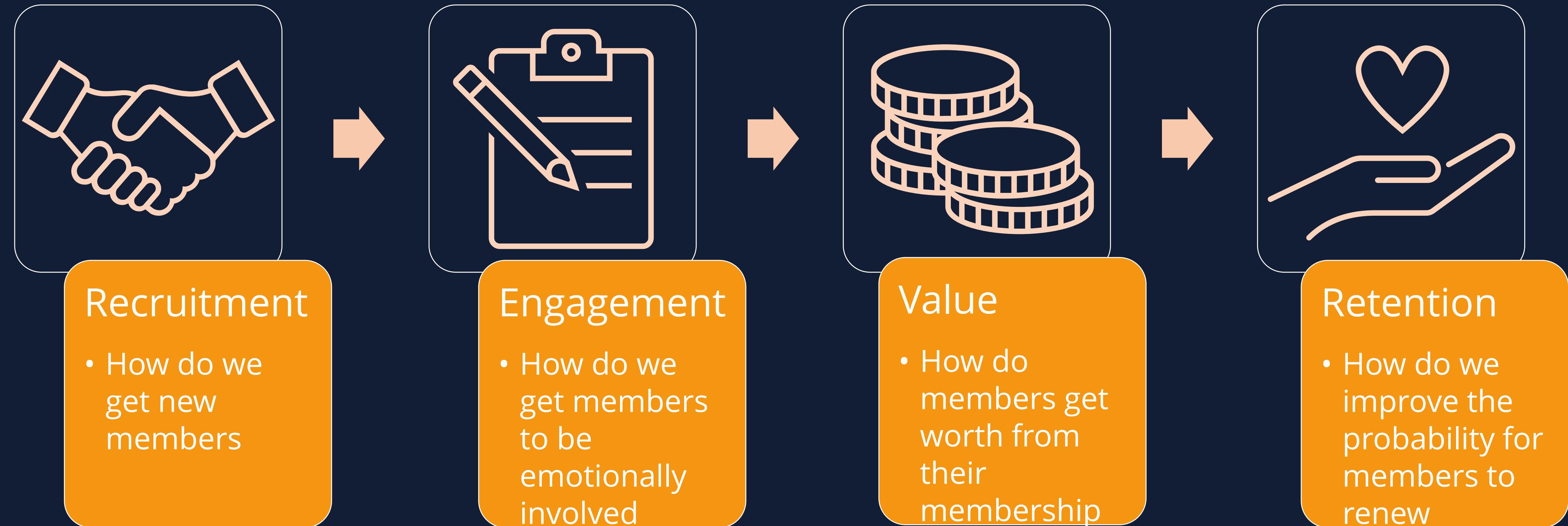


The solution we built is able to determine which members are engaging and which are at risk to churn.

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



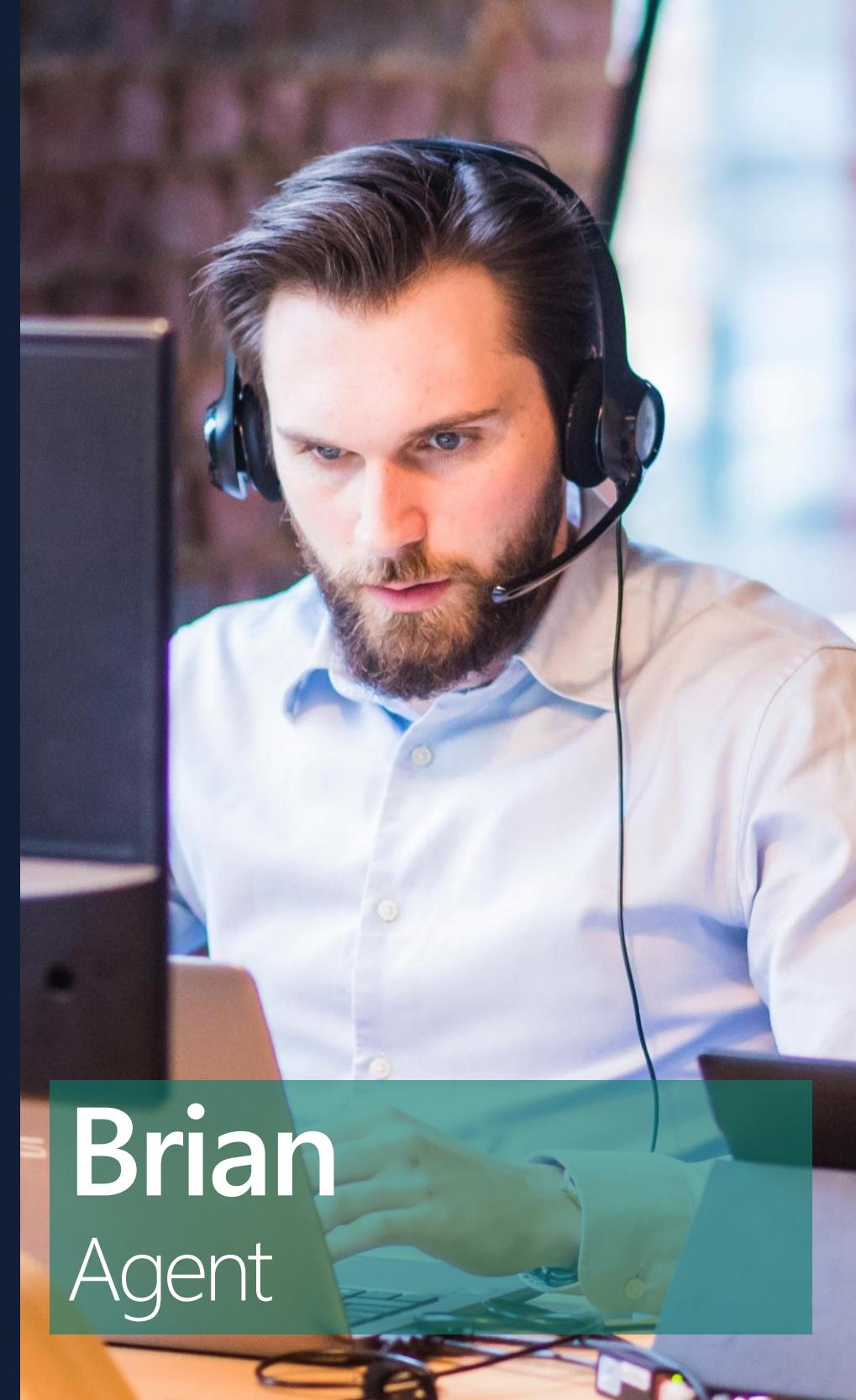
How do we support the four pillars



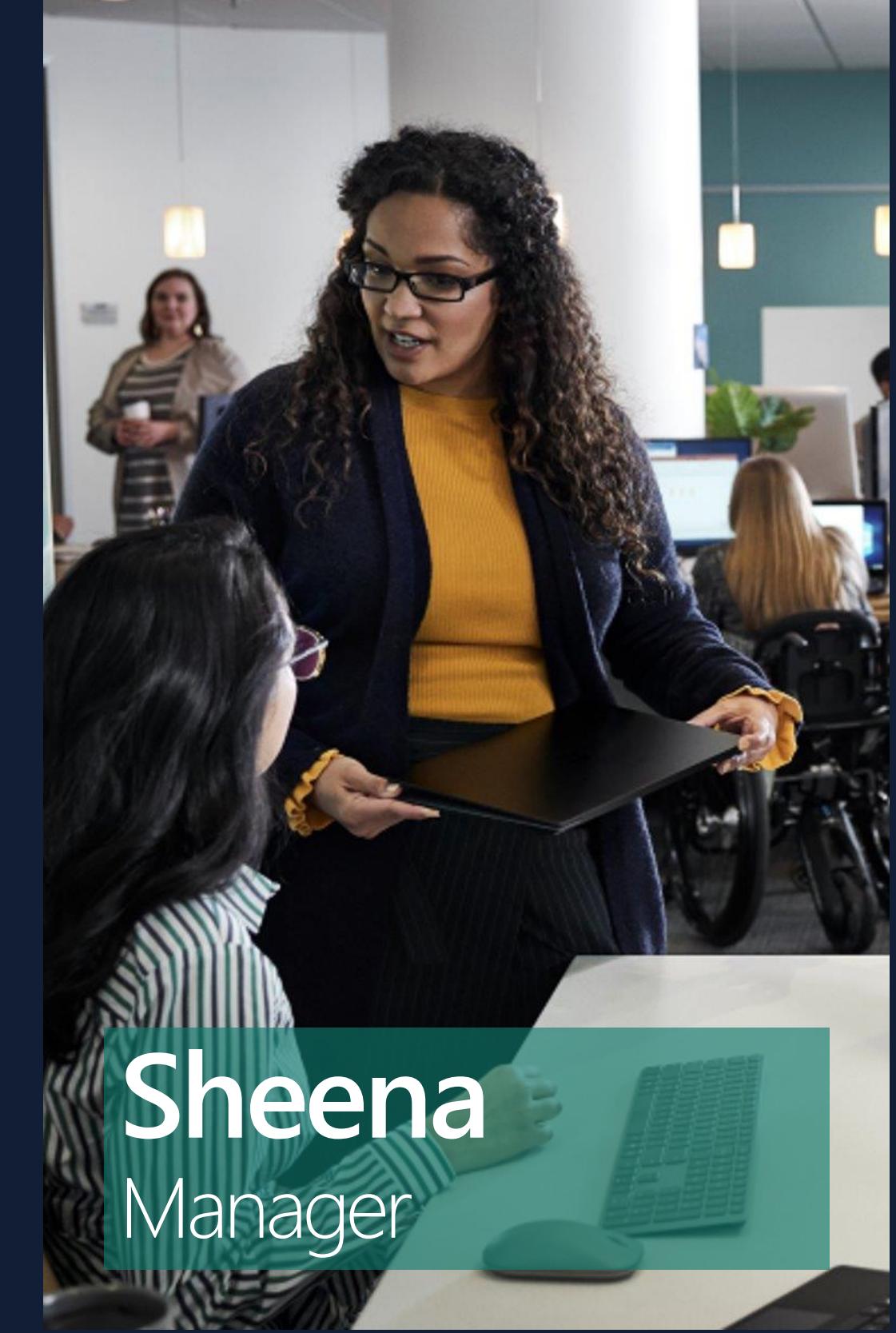
Membership personas



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

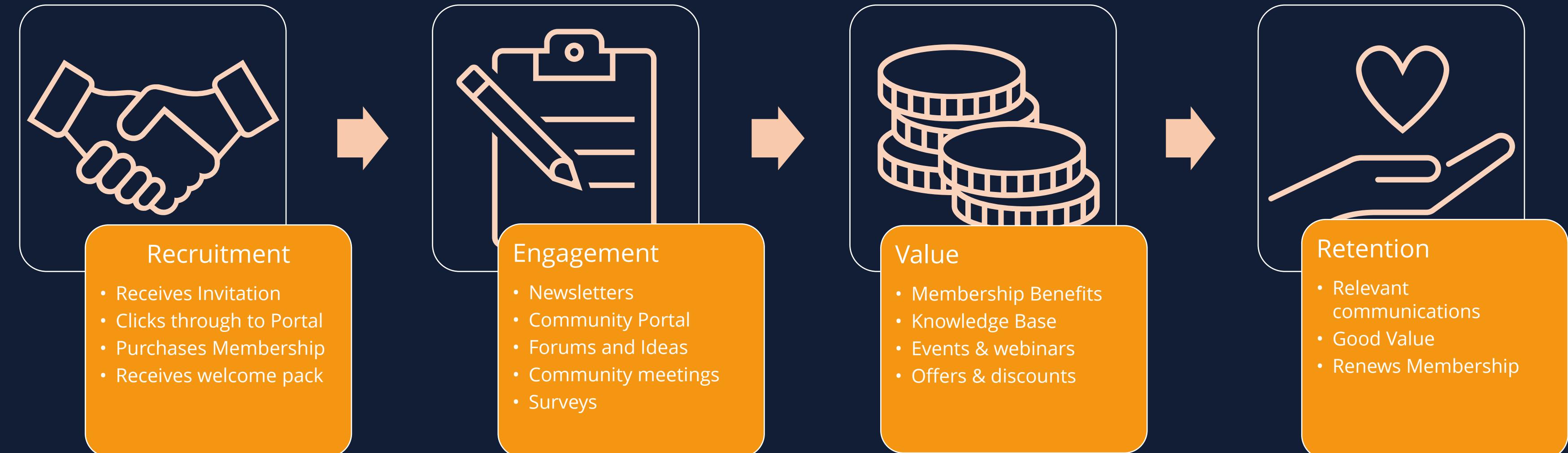


Managing the daily activities of the membership organisation that are required in each of the four pillars



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.

Most Popular Articles

Key Membership Benefits

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

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:

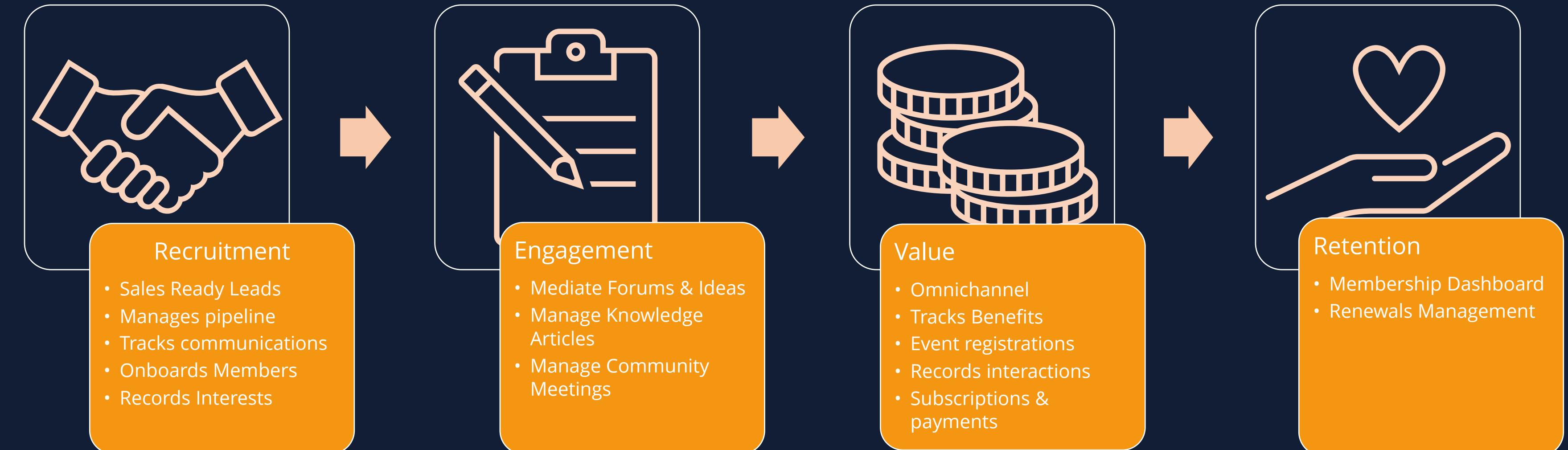
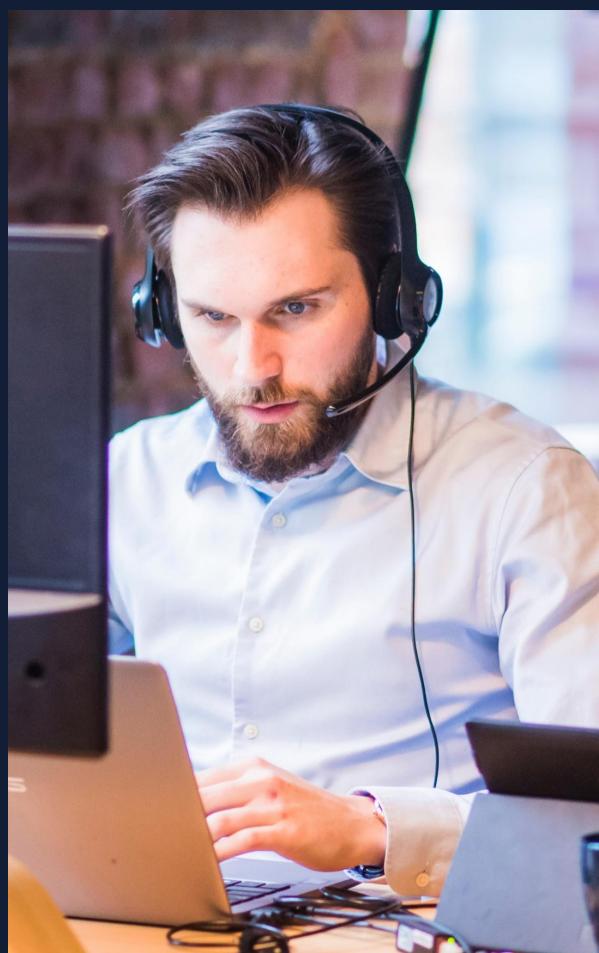
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Does not apply
I've been satisfied with the way that CONNECT engage with me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easy to conduct business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

PSA ANNUAL CONFERENCE 2020

04/09/2020, 09:00:00
Crowne Plaza Stratford Upon Avon

Register now

Brian



CONNECT Membership Management

Renewing Memberships

Member	Membership Number	Product	Start	Expiry
Carol Macquarie (MI)	MSP-10000541	Caterer Memb	11/07/2020	...
Carol McKeahan (MEI)	MSP-10000542	Caterer Memb	10/07/2020	...
Carol Milster (MEM-C)	MSP-10000543	Caterer Memb	09/07/2020	...
Carol Nebenik (MEM)	MSP-10000544	Caterer Memb	08/07/2020	...
Carol Neely (MEM-C)	MSP-10000545	Caterer Memb	07/07/2020	...
Carol Olheiser (MEM)	MSP-10000546	Caterer Memb	06/07/2020	...
Carol Payinawar (MI)	MSP-10000547	Caterer Memb	05/07/2020	...
Carol Palet (MEM-00)	MSP-10000548	Caterer Memb	04/07/2020	...
Carol Pantle (MEM-D)	MSP-10000549	Caterer Memb	03/07/2020	...

Lapsed Memberships

Member	Membership Number	Product	Start	Expiry
Charles Ehlers (MEM-M)	MSP-10000611	Caterer Memb	02/05/2020	...
Charles Erck (MEM-D)	MSP-10000612	Caterer Memb	01/05/2020	...
Charles Espo (MEM-0)	MSP-10000613	Caterer Memb	30/04/2020	...
Charles Feazelle (MEI)	MSP-10000614	Caterer Memb	28/04/2020	...
Charles Feldkamp (M)	MSP-10000615	Caterer Memb	28/04/2020	...
Charles Fernstaedt (L)	MSP-10000616	Caterer Memb	27/04/2020	...
Charles Fieger (MED)	MSP-10000617	Caterer Memb	26/04/2020	...
Charles Fudacz (MEM)	MSP-10000618	Caterer Memb	25/04/2020	...
Charles Ganley (MEM)	MSP-10000619	Caterer Memb	24/04/2020	...

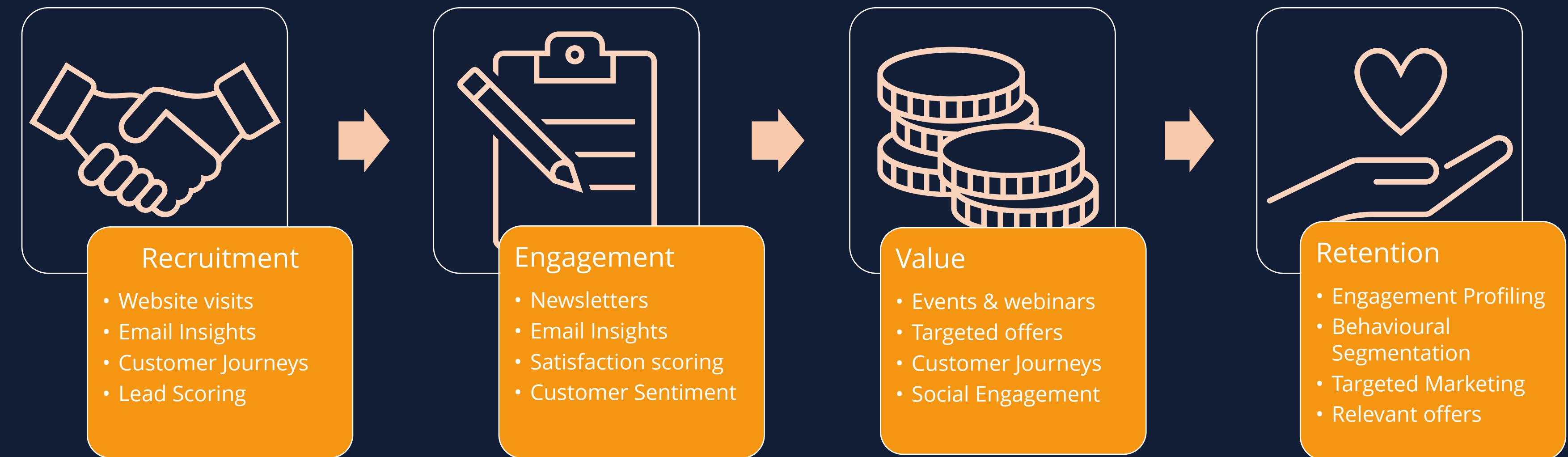
My Open Opportunities

Topic	Est. Close Date	Est. Rev.	Contact	Accou
Jane Doe referral	31/12/2020	£4,500.00	Jane Doe	...
Interest in Caterer	...	£1,440.00	...	Adv
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	...

CONNECT

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Sheena



Overall data

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

Journey ia1 (Blank)
Customer journey

Designer General Insights Related

Starts when: Contact is a member of the segment Sales and Marketing

Start: Send an email CONNECT invitation (12) → If clicked CONNECT invitation (12) → Send an email thank you (8)

End: End

Yes: End

No: End

Journey ia1 (Blank) Live Status reason: 09/05/2021 18:18 No Is recurring

Send an email CONNECT invitation

Satisfaction metrics

Customer sentiment

Positive: 22.22% Neutral: 66.67% Negative: 11.11%

NPS

10/05 13:00:00 33 6

Customer satisfaction

4.2

See how Maddy has benefitted from membership with CONNECT

Maddy has run her own Management Insights business for the last 10 years. With the help of CONNECT has managed to grow her business to 34 responses. For a full insight into how Maddy has benefitted from CONNECT please read her blog.

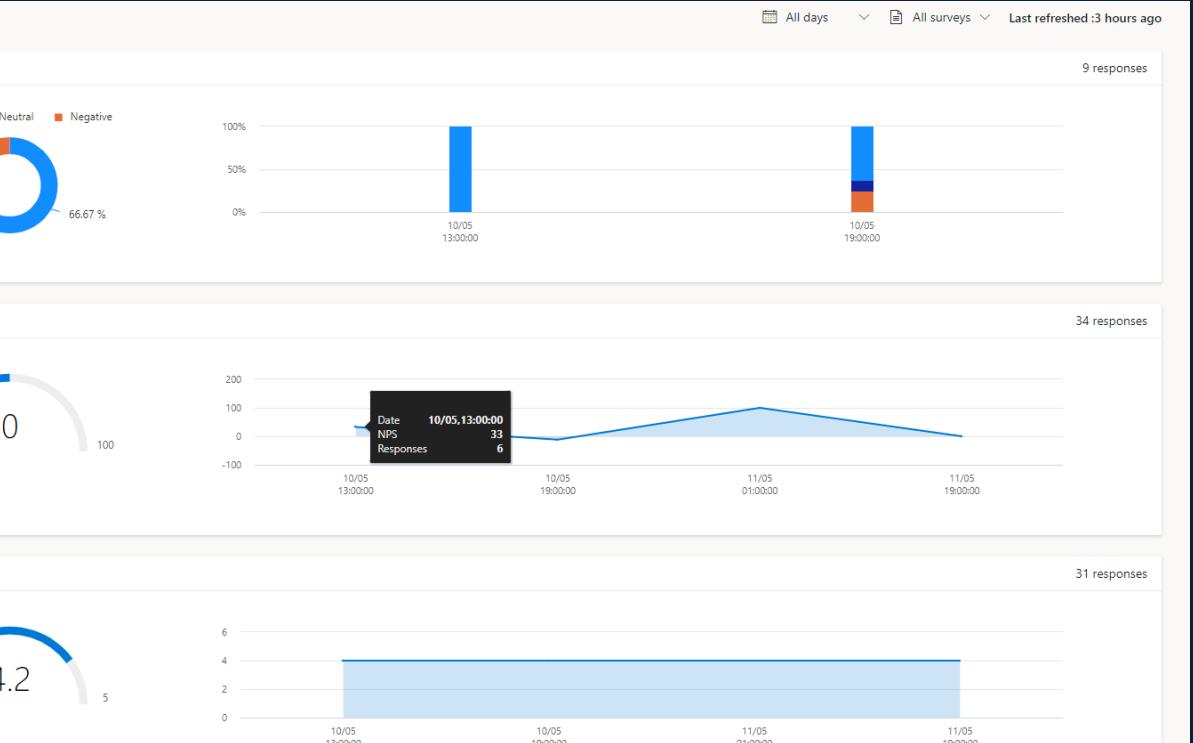
[Read the blog here](#)

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](#)

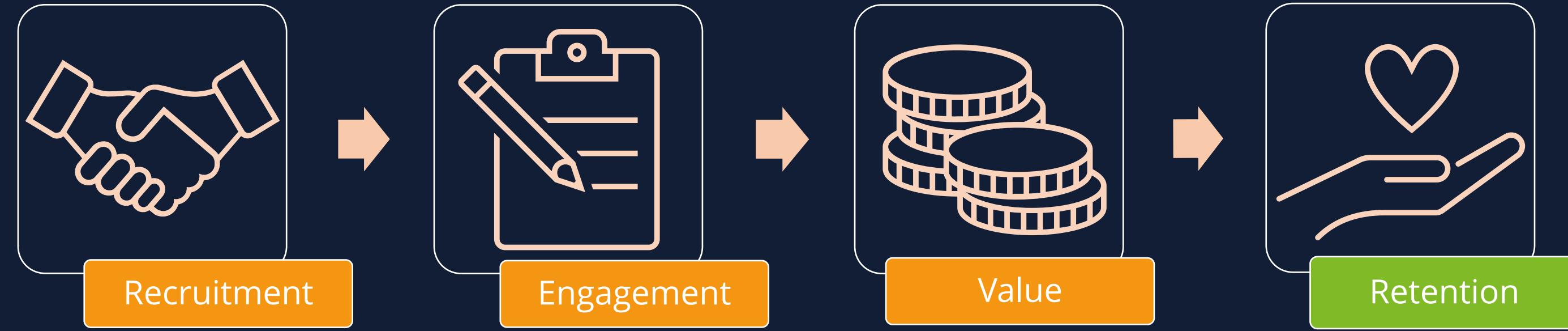
Grow your business with the help of CONNECT membership.



Sheena



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



There is a Problem

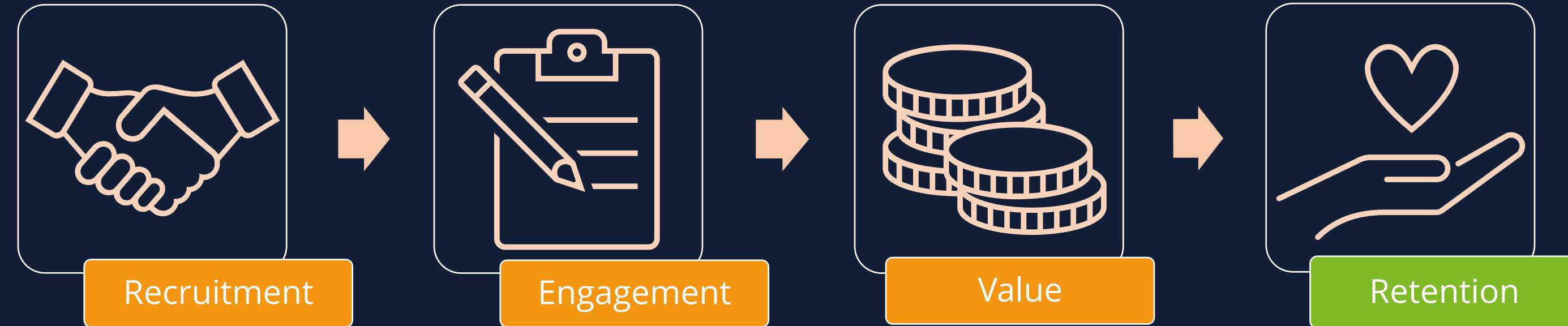
- Lots of Information
- Data in different tables/systems
- Can't see the wood for the trees



Sheena



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

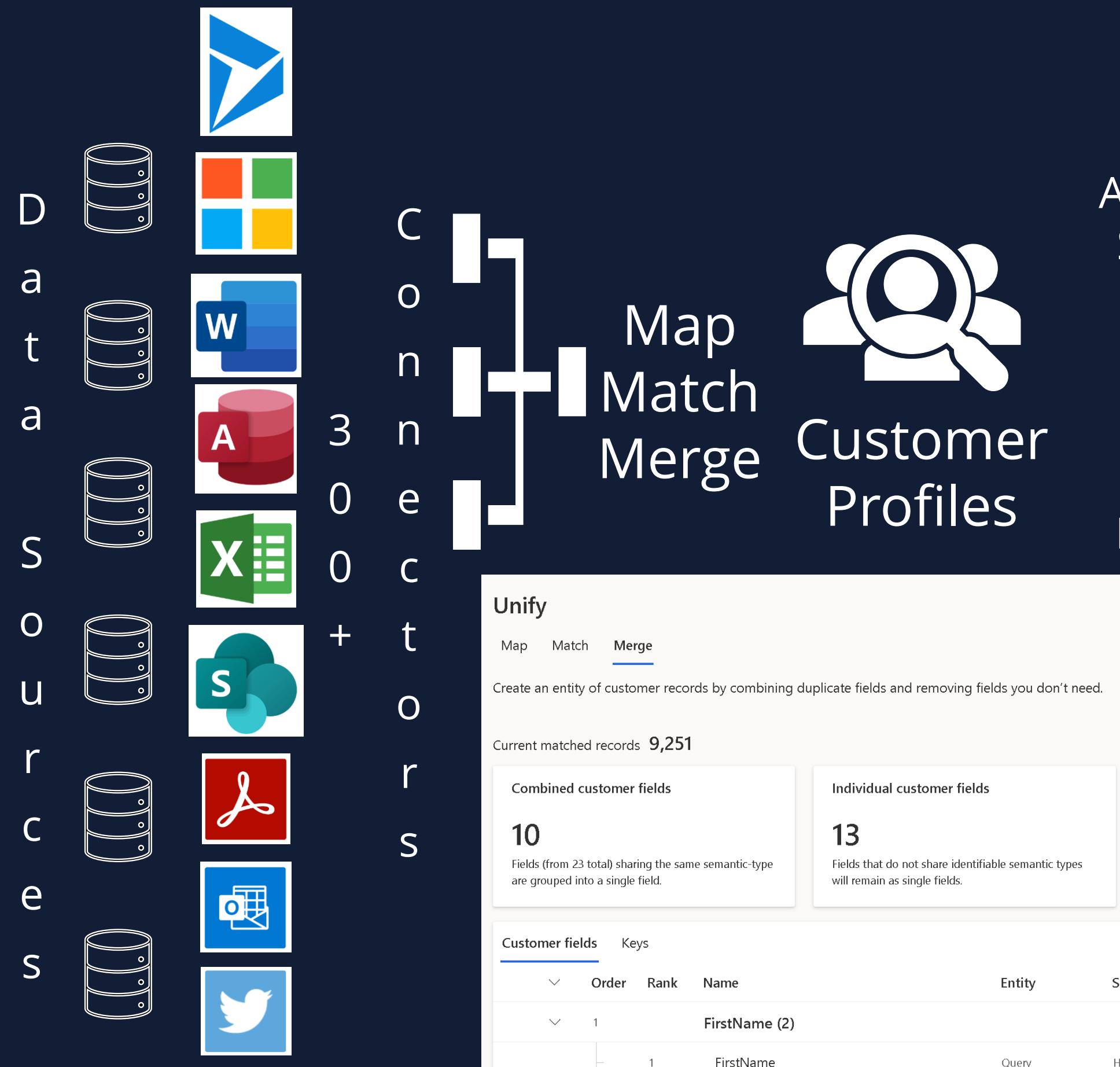


What is the Solution?

Behavioural Segmentation
on a
Customer Data Platform



What is a Customer Data Platform (CDP)



Ingest

Unify

Enrich

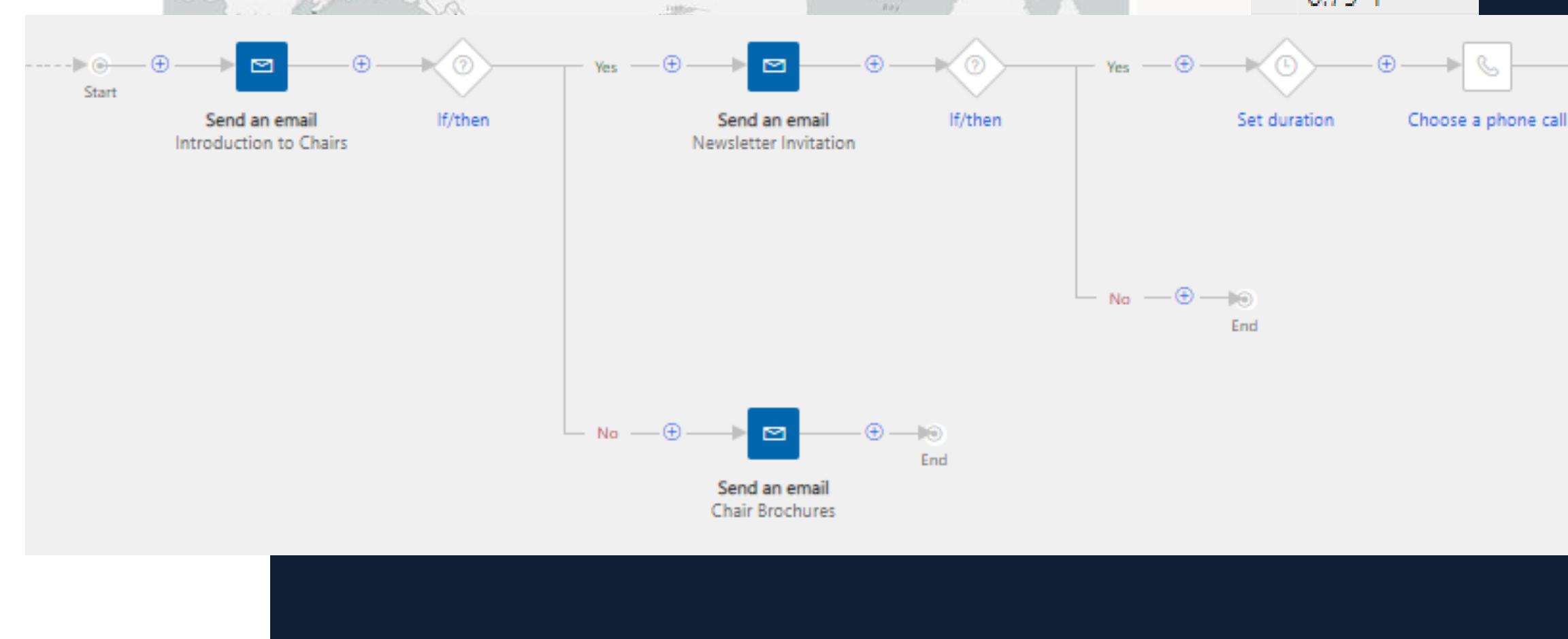
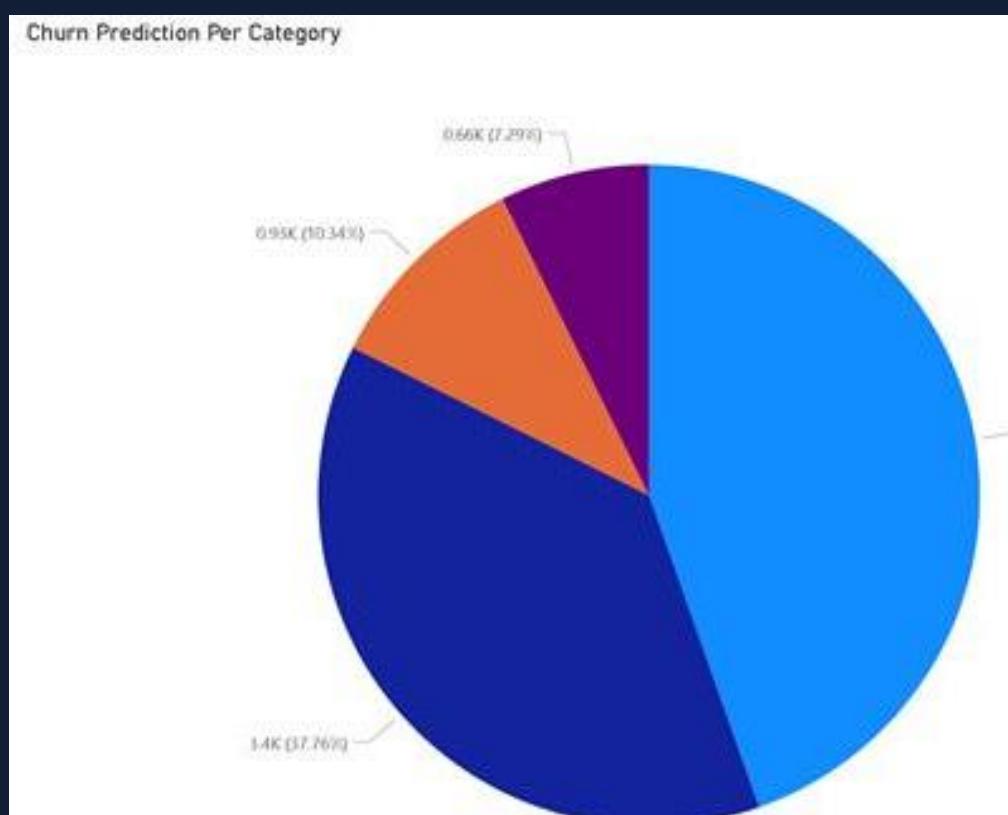
Predict

Segment

View

What is Behavioural Segmentation

- Generate a churn probability from the data
- Create segments from the probabilities
 - High Value
 - Medium Value
 - Low Value
 - Disengaged
- Power BI Dashboard interactive analysis
- Separate Customer Journeys per segment
- Targeted emails, offers, vouchers, surveys
- Increased retention



Thank you for being a valued member of our CONNECT community



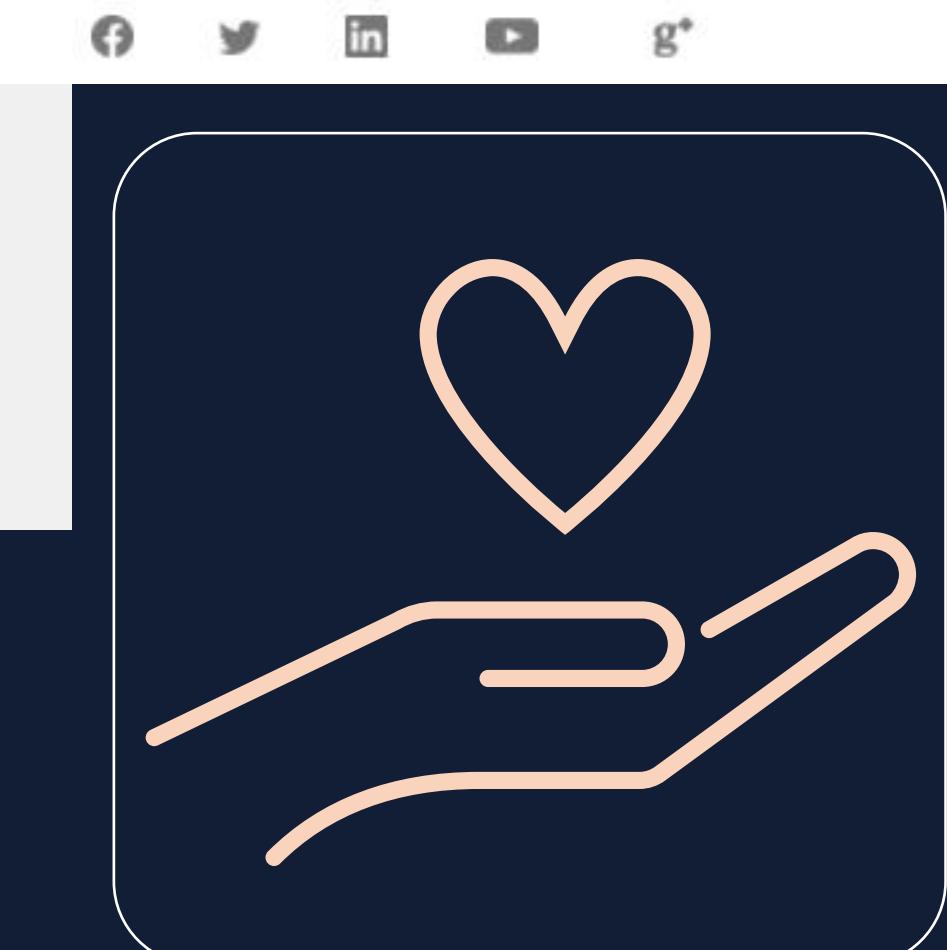
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downloads section

20% off your next
Download

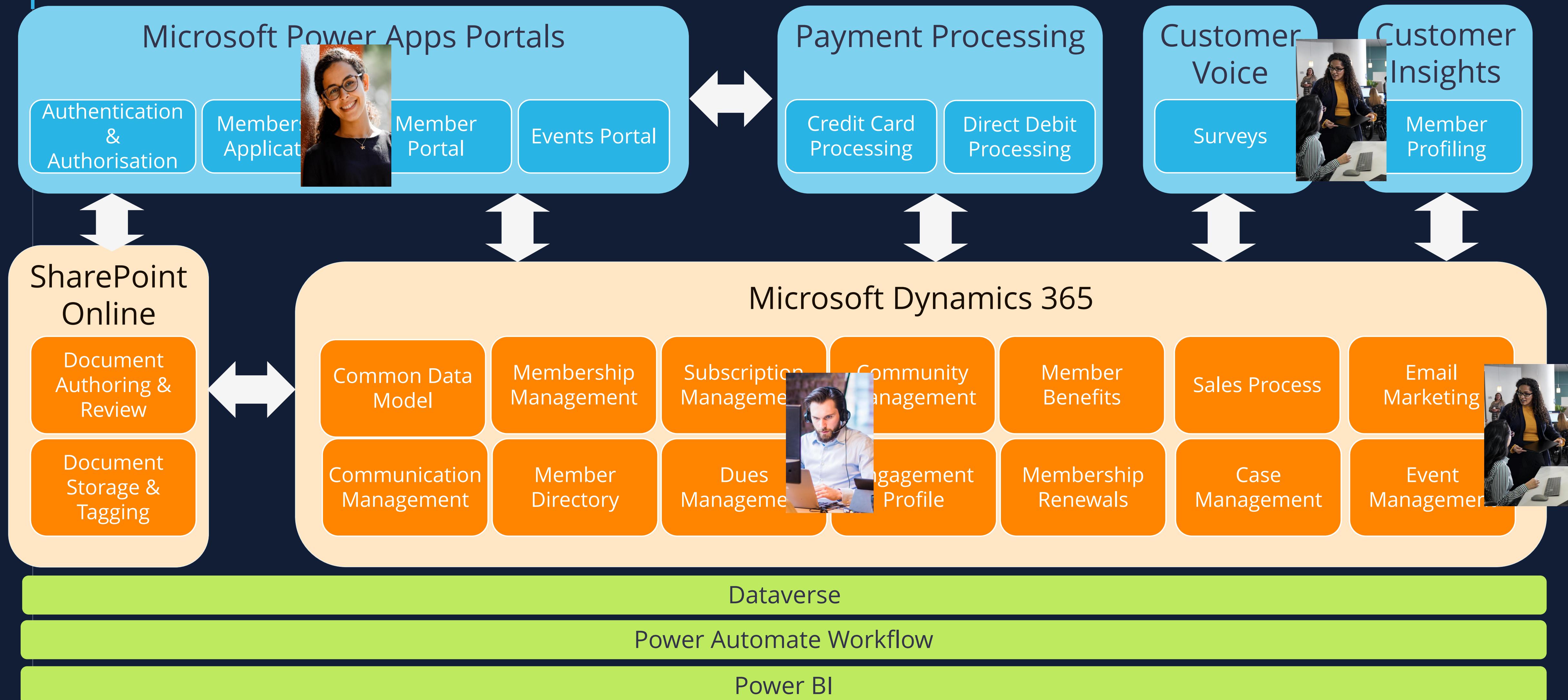
OFFER CODE:MEMBER20

Grow your business with the help of CONNECT membership.

[Click here to Contact Us and discuss membership options](#)



Complete Membership Solution



Thank you for attending.

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

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www.tisski.com

