MEMBER VALUE AND TECHNOLOGY GAP

We surveyed more than 1,000 association members and 400 association staff representatives to examine the gaps that exist between member value and association technology.

Tech helps me be more efficient. Tech has transformed the way I live my life for the better. Tech makes life more fun. I would feel lost if I forgot my smartphone at home. Whenever my phone rings or buzzes, I feel I must check it. I am always on my smartphone.


64% of Members would feel lost if they forgot their smartphone at home. 34% of Members feel their organization does an excellent or very good job with their mobile app. 49% of Pros say they have invested in mobile solutions; 25% are planning to.

16% of Pros feel their mobile app is excellent or very good.

56% Enhance the member experience. 34% Attract new members. 29% Improve business process efficiency. 27% Grow revenue. 21% Deliver consistent and stable IT performance. 20% Improve efficiencies through automation.

Members' outlook on technology

Associations' outlook on the future

80% of Members feel their organization does an excellent or very good job with their technology.

The mobile divide

Top business objectives that leadership looks to address with technology (According to IT)

Closing the gap between member value and technology

1. Level up your technology around online training, certifications and credentials, and job boards will not only increase member satisfaction but will also have the added benefit of driving non-dues revenue.

2. Employees want to be productive and efficient. Mobile technology can provide that opportunity by delivering easy access to needed information on any device.

3. Emphasize mobile by offering the entire member journey on mobile by making sure that each experience is mobile responsive and works well on any device.

Find out more about the study at communitybrands.com/digitalevolution