

Navantis Member Relationship Management

Get, Keep and Engage Your Members

All associations face the challenge of constantly proving value to their current and prospective members. Carrying out functions from lobbying and networking to fundraising and professional development, membership associations differ significantly from commercial organizations with relationships that are more diverse than their commercial counterparts. Additionally, customers transact, while members belong. Further, while both seek long-term growth and success, personalizing subscriptions, events, education and communication are critical for member relations. Associations must address and support these differences to engage and retain members.

The Navantis Member Relationship Management (MRM) solution is built on industry standard software: the Microsoft xRM platform and goes beyond typical CRM offerings. The solution combines the principles of traditional CRM and related information, to include extensive and rich association member profile content and complex relationship details. It is available as an on-premise, or "in the cloud" solution and supports mobile access.

The Navantis MRM contains the following modules

360-Degree Member Management & Operations

Navantis MRM provides a 360 degree view of all members, the roles they hold, and their relationships with the association. In traditional CRM the customer typically has one single role, and information is limited to data gathered through sales opportunities or transactions. Navantis MRM goes beyond competitive offerings by supporting the broad range of stakeholders and multiple simultaneous roles (association member, volunteer, committee member, mentor, reference, etc.) and complex relationship structures that member typically have. Navantis MRM also supports the broad range of services associations typically deliver. Other business areas which are addressed include:

- Compliance
- Event Management
- Finance

- Regulatory
- Administration

Member Services

Navantis MRM tracks member cases, assigns follow up responsibility and drives operational efficiency to increase member satisfaction levels. Additional features include:

- Member self-service
- Task automation
- Activity recording
- Surveying
- Payment Processing
- Membership fee management
- Education and certification management

Member Analytics

The Navantis MRM provides critical data and organization intelligence. The management dashboard provides access to a single comprehensive view of all interactions to get a complete view of membership. This provides the opportunity for the association to better plan, shift strategy, or refocus its activities – all with the aim of improving efficiency, strengthening member engagement, and providing better service levels. The solution helps management gain deeper insight into its membership allowing it to be more responsive and relevant to its members. **Clients who have benefited from Navantis MRM:**



The Benefits:

- Increased income generation
- Improved delivery on membership expectations
- Expanded membership numbers
- Raised efficiency levels to gain competitive advantage
- Elevated their customer satisfaction levels