

FSC

Client Story » Product Development

Designing a membership plan tailored for students



First Step Consulting®

Client

We worked with a large professional membership body, representing thousands of members in the UK.

Situation

The association was keen to expand its membership base, maximise member engagement and double revenue. Part of its plan was to announce a new membership package aimed at university students, fresh graduates and entry-level professionals. This could drive new members but the client was in need of help with service design.



Action

It was crucial to establish a thorough understanding of young people who may be inclined to become a member of our client. So we explored the needs and aspirations of potential junior members and the distinct qualities they seek in a membership body. The rigorous research process enabled our team to define a number of segments and to discuss what needs to be done to recruit new members.

After relaying the preliminary findings to the client, we started to conduct interviews with the existing members of this association and analysed what their members experience. A member journey map was created and workshops were organised with the client team to recognise the areas for improvement.

In the end, our consultants formulated a robust plan of action to help cultivate a valuable experience for young people.



Result

Our client managed to find out what young people really think about joining a membership body and offer compelling benefits to prospective members. We also helped them refresh their brand identity, website and social media presence to communicate their member value proposition effectively. Two new membership grades were launched and the number of junior members was quadrupled in the first year.



FSC

Contact

Please let us know if you
have any questions.

+44 (0) 203 815 7975
solutions@fscglobal.org
www.fscglobal.org



Stay Connected
@fscinsights