

The Member-Centricity Scorecard

This Scorecard allows you to determine how much your organization focused on being member-centric. It helps you identify areas of strength and possible improvement. Using the Scorecard below, rate your performance in using each tactic. Follow the instructions on the bottom of page 2 for an overall score.

	Performance Score On a scale of 1 – 4, with 1 the lowest and 4 the highest, rate your experience in each area.			
Member-Centricity Strategies	1 I don't think so!	2 OK, there's room for improvement	3 Yes, for the most part	4 Absolutely!
Strategy 1: Enhance Your Members Experiences				
We identify our 'Moments of Truth,' measure various touch points and ensure interactions are positive.				
We identify our service standards, rate our performance regularly and work on areas that need improvement.				
We help new members access benefits and are available when members need assistance using benefits.				
We ensure that transactions are easy and smooth.				
We solve problems timely and apologize to members.				
We thank members for their business.				
Total Strategy 1 Score (out of 24):				
Strategy 2: Employ 'Customer-Centric' Staff				
We identify traits needed for success in positions and hire people who match them.				
We hold staff accountable to our Service Standards.				
We recognize and reward for member-centric activities.				
Total Strategy 2 Score (out of 12):				
Strategy 3: Know Your Members				
We identify and analyze member segments to understand our member base better.				
We take time to learn about different segments' trends and business challenges.				
We use value propositions that align with each segment.				
We reach out to members rather than waiting for them.				
We have all member segments represented on our Board, Councils and Committees.				
Total Strategy 3 Score (out of 20):				
Strategy 4: Develop Communities of Interest Around You				
We have various sub-communities that allow members to meet and interact with one another.				
We help members make strategic connections that align with their interests and needs.				
We provide multiple venues for members to share best practices and solve mutual problems.				
Total Strategy 4 Score (out of 12):				
Continue rating your skills for the remaining sales strategies on the back page. Then, total the scores for each strategy to come up with your overall score. Compare your score to the legend. Identify areas for improvement.				

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Strategy 5: Make it Easy and Convenient to Engage				
We offer many self-service options on our web site so members can access benefits 24/7.				
We audit and make sure all self-service options work.				
We look for ways to save members money and time.				
We think ahead and do things for members by sending them reminders to registered events or things they are interested in doing based on their preferences.				
We use technology to automate transactions and processes and to eliminate duplicate work for members.				
We make offer different payment options for renewals and for purchasing product/services.				
Total Strategy 5 Score (out of 24):				
Strategy 6: Solicit feedback, Listen & Act on Members' Needs				
We ask for feedback and suggestions on a regular basis.				
We use different ways to solicit feedback from members, including surveys, interviews, focus groups and polls.				
We listen to members' feedback, act on ideas or problems timely, and share outcomes with members.				
Total Strategy 6 Score (out of 12):				
Strategy 7: Recognize and Reward Members				
We recognize members' Chamber anniversaries and how long they have been in business.				
We nominate members for Chamber and community awards to spotlight their contributions and successes.				
We recognize and reward Chamber volunteers.				
We post on members' and our social media sites and provide recommendations for their services/products.				
Total Strategy 7 Score (out of 16):				
Stage 8: Ask Loyalty Questions				
We ask why members renew their membership annually.				
We explore how our brand is communicated by members by asking them a variety of questions.				
We ask questions about members' experiences with us so we can improve on how we serve them.				
We ask members to refer others to us, keep track of referral sources and reward members for their loyalty.				
Total Strategy 8 Score (out of 16):				
Overall Member-Centricity Score (out of 136):				

Add the scores for each strategy and record them in the designated rows. Add up the scores for all strategies to determine an Overall Member-Centricity Score. Work on improving areas with the lowest scores.