

Delivering Value with an Over-Worked Team:

Provide Exceptional Service by Partnering with InReach

As we turn our eyes towards 2023, we are looking at a new world for the second time in almost as many years. The COVID-19 pandemic destabilized the world as we know it, and associations certainly felt the impact of this paradigm shift. As we enter the post-COVID world, association staff have found themselves working harder than they were a year ago, let alone in pre-pandemic days, while still being expected to prioritize member engagement alongside their never-ending to-do lists. As a result, the most common question we hear at InReach can be boiled down to “How can our over-worked staff provide greater value with less time?”

Now, it would be misleading to say that the membership concerns felt across associations can be entirely attributed to the pandemic. According to Bloomberg Law, even in 2019 11% of bar associations saw their membership decline by 7-10%. Add to this, the loss of networking opportunities (the primary benefit of in-person events) due to travel and quarantine restrictions and the pandemic certainly didn't help. However, it's important to zoom out from the association space here and think about how this quarantine impacted commercial behavior in general. The past three years have seen a steady growth in subscriptions services like Netflix, Disney+, and HBO Max (only some of that growth can be attributed to how cool House of the Dragon). Obviously, there are numerous differences between professional associations and entertainment platforms, but there are transferable principles as well. So, why are these companies seeing growth even throughout a pandemic and subsequent economic downturn? Because they provide genuine value to their members, in a way that aligns with member demands. This begs the question, what are your members demanding?

A recent FinancesOnline poll found that 91% of respondents would stop doing business with an organization if they received “bad” service, while 73% said they would stay loyal to a brand that

provided a “great customer service experience,” and 86% said they were willing to pay a premium for “quality” service. To any organization reading these statistics, the obvious follow up question is: what constitutes great service? Per the survey results below, 33% of respondents identified a “friendly and knowledgeable agent,” as the primary indicator of quality service, while 32% need the agent to “resolve(s) an issue in a single transaction.” 21% do not want to have to repeat themselves to an agent or escalation tree, and 13% want to access information without having to contact a support agent.



So, how can member service teams, like the Continuing Education department, deliver on these high expectations when they’re already over-worked and only able to prioritize the association’s digital offerings in ten-minute snatches between other responsibilities? The simple answer is you can take the load off your team and let InReach do it for you.

The service offered to associations and their customers by InReach’s Client Service and Support teams is the backbone to our “White-Glove” offering, the service-oriented half of our business (to learn more about the other half of our business, keep an eye out for our March 2023 announcement blog!). Associations, working with InReach in this capacity, can choose to have a Client Success Manager assigned to oversee their account, train internal staff to be “power” platform users, assist with revenue generation strategies and implementation as well as a general sounding board / assistant to your Continuing Education team.

An administrator from one of InReach's healthcare-oriented partners recently provided the following testimonial of her experience with InReach, specifically with our Live Events moderators, "I wanted to let you know I value your assistance, expertise, and cooperation and willingness to go the extra mile with our presenters. I hope our working relationship will continue to be the positive and successful endeavor that it has been."

In addition to the high-level of service your team members will receive through a partnership with InReach, our Support Center provides the same level of focused care to **your members**. These Representatives are available via email and telephone during contractually specified hours, meaning your members actually hear a human voice when calling with questions. One such community member provided the following feedback.

"I am just emailing to say thank you for having calm, skilled and helpful staff. I spent several hours this weekend working on electronic issues of transferring documents from my CE center to my recertification folder and another hour with a person in recertification. I also had a CE PROGRAM that would not permit me to take the test. I spent 2 hours more here. In 13 minutes, [Support Representative] made me feel heard, addressed the problem and emailed the correction. Thank you for hiring [him], my stress level decreased substantially."

InReach is pleased to confirm that this member's experience is hardly unusual, with our Support team receiving a nearly unprecedented average of 98% on customer satisfaction surveys, based upon the last three years of available data.

As the association space shifts to accommodate a new world for the second time in recent years, decision makers are facing more difficult choices than ever before. Faced with a membership that demands unprecedentedly high service standards and a staff that has been overworked for at least three years, bar executives are forced to balance these conflicting needs while still driving revenue and

ensuring the success of the Association's bottom line. So, when you're faced with the question "how can our over-worked staff provide greater value with less time," remember that InReach is here to help, and we're just a demo away.

To schedule your demo, visit us at: [Demo - InReach Continuing Education Management System \(inreachce.com\)](https://www.inreachce.com).