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How Nimble AMS helped Marine Corps Association & Foundation retain 25% more members using artificial intelligence

THE CHALLENGE

The Marine Corps Association & Foundation (MCA&F) is a member-based organization dedicated to professional development, recognition of excellence, and building awareness of the rich traditions, history, and esprit of the United States Marine Corps.

Its members are active duty, retirees, and veteran service members.

MCA&F did not have an easy way to get the insights it needed to be responsive and proactive with the right members at the right time. Without understanding its members' level of engagement and if they were seeing the value of their membership, MCA&F was struggling with 1,000-plus memberships lapsing each month. Staff started making renewal calls to members prior to their memberships lapsing, but it was very time-consuming and manual for them to identify who they needed to call.

THE OPPORTUNITY

Associations often need a proactive, targeted way to identify members at high risk of lapse, or nonrenewal.

HOW DO THEY ...

- Easily engage with members online?
- Find out if members see the value of their membership before the renewal date?
- Identify members at high risk of nonrenewal and take next steps to prevent membership lapsing?

In the case of MCA&F, it sought to understand how artificial intelligence (AI) could help engage with members online and proactively address member retention. It was able to do this with the help of Nimble AMS, built on Salesforce.

We're able to process memberships and run reports so much faster with Nimble AMS. We also worked with the Nimble AMS team to build an AI-driven solution that automatically identifies members at risk of lapsing, and then helps us take quick action to save the memberships. All of this has led to return on our investment sooner than we expected.

JACLYN BAIRD

Director of Membership Services, MCA&F



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THE SUCCESSFUL OUTCOME

Using Nimble AMS Prediction Builder – which leverages the AI technology Salesforce Einstein – MCA&F implemented an innovative solution that automatically identifies members at high risk of lapsing and presents staff with suggested actions to take to prevent nonrenewal. Member records now have a clear visual risk indicator accompanied by guided notes for staff to reference. MCA&F can now spend time reaching out to members who fall into the high-risk categories and easily identify why they have a low engagement score from their account. It can then take action to educate its members on how to see more value in their membership.

THIS HAS RESULTED IN ...

- Retention of 25% of members at high risk of lapsing.
- Reduction in the amount of time membership and IT staff spend analyzing member accounts.
- A 50% reduction in dues processing time and reporting time.

With the implementation of Nimble AMS, MCA&F has moved from a difficult-to-use, inflexible AMS with an inability to engage members online to a continuously upgraded, easy-to-use AMS that allows it to effectively address member retention.

CONSIDERATIONS FOR ASSOCIATIONS LOOKING TO LEVERAGE AI TO HELP WITH MEMBER RETENTION

- Associations are sometimes afraid that AI will be cost and effort intensive, and this can be a huge mental barrier. AI is ready today, which means there is an immediate return on investment.
- AI is an ongoing process to implement. With Prediction Builder licenses, associations have room to grow and do more predictions to proactively gain insight into common questions and challenges.
- Start simple, then grow, refine, and adapt. It is better to get started with AI and get momentum going than wait for the perfect situation.

Learn more about this solution for predicting and creating intelligent, personalized experiences for your members in less time with Nimble AMS by Community Brands, built on Salesforce.

