On a day-to-day basis, the Member Services team works to assist members with any queries that arise.

The bigger picture is that we’re about doing all we can to deliver services that attract Members, keep them with the Institute and strengthen its reputation.

That means simple but vital things like improving the application process and the renewal process. By providing more information (e.g. online FAQs, e-welcome packs and new member networking events) we significantly shortened the application process. Using better technology also helped us increase on-time renewals by 40%. These things matter – they’re part of the reason that membership topped 4000 for the first time ever during 2012.

Feedback does drive change – in 2013 the focus will continue to be acting on the things that matter most to members. One example is an exit survey for resigning members so we can understand their decision. There are all sorts of different ways we seek and receive member feedback. It’s helped drive progress in the past – such as process improvements in the database.

It will drive more change in 2013...

Shreya Trasy
Member Services Manager