



Membership business: Το Retention ως κύριος παράγοντας επιτυχίας

Ελλη Γλύτσου

Networking specialist – CEO of BNI Greece – Certified Franchise Executive



Definition: Subscription vs Membership

From transactional to relational

SELF-ACTUALIZA-TION

morality, creativity, spontaneity, acceptance, experience purpose, meaning and inner potential

SELF-ESTEEM

confidence, achievement, respect of others, the need to be a unique individual

LOVE AND BELONGING

friendship, family, intimacy, sense of connection

SAFETY AND SECURITY

health, employment, property, family and social abilty

PHYSIOLOGICAL NEEDS

breathing food, water, shelter, clothing, sleep

Abraham Maslow pyramid



Membership business

ownership access **Transactional** Relational

One way marketing

Multidirectional discussions



6 Most Common Types of Membership Organizations Online Subscription Mainstream Membership Companies Businesses T · · Mobile · SurveyMonkey egnyte match.com Online ALAN WEISS, D.L. Linked 1 **Small Businesses** Communities and Consultancies Pinterest -AARP Nonprofits, Professional Organization with Societies & Trade Associations loyalty programs (c)2015 Robbie Kellman Baxter



Retention and Customer Experience

Product



Experience

If they are happy they stay, as simple as that.



One simple advise

Be interested, not just interesting



Feedback Being heard Acknowledge



Trust is the glue of life

Stephen Covey















