

2016 Market Study of the Use and Satisfaction with Member Management Systems by Associations

The market of member management systems for associations continues to evolve and change. Increased emphasis by associations on member engagement places new demands on these applications. Even the terminology is shifting from simply association management software to other descriptors that more accurately reflect how associations are using these tools to deliver member value and deepen relationships between members and the association. Terminology is also important as providers target organizations outside the traditional association space.

The market continues to be highly competitive. More than ever, providers need high quality market and competitive data to refine and fine tune key marketing and product strategies. Building on your competitive strengths is critical to add and retain customers.

The Lehman Reports™ Study of AMS / Membership Management Systems has been offering this type of information and insight to leading providers since 2006. The study collects information from key contacts in hundreds of associations regarding their use and satisfaction with these products and custom solutions, purchase triggers and decision factors, and future purchase plans. Our historical multi-year database enables us to compare current results to spot trends and add depth to our analysis. The study includes US associations with budgets of \$1M or greater.

Ratings for your products are included whether or not you subscribe to the Study. Your competitors will have access to these ratings and product comparisons. You should too.

Subscriber companies make use of study findings and insight to support marketing, sales, and product planning. Study findings are being used to promote products and help close sales, appearing in press releases, marketing collateral, exhibit signage, and sales materials. We receive inquiries on a regular basis from associations to verify findings cited by a prospective AMS vendor, a clear indication of the importance these contacts place on objective, third-party information.

“This report helps us make sales and just one additional customer pays our subscription fees for many years. I’m amazed that not everyone is using these findings in their sales and marketing programs.” (AMS executive)

Study findings reports include:

- Market share by association type and size.
- Overall satisfaction rates by product and major market segments.
- Detailed satisfaction rates across 25-30 product functions and capabilities.
- Most recent purchase profiles including triggers and key decision factors.
- Upgrade versus new product installations by product and market segments.
- Anticipated next purchase, upgrade versus new product, and key decision factors.
- Most attractive market segments for new customer growth.
- Impressions by non-customers (share opportunities) of your product, and impressions of your customers of competing products (potential threats).
- Market share trends.
- The Satisfaction Matrix for the full sample and by selected market segments.
- Special topical reporting reflecting current issues of interest to subscribers.

The subscription includes a customized findings report, custom analyses to generate additional detail for specific market segments or study questions, and a tailored briefing session at your Washington or Chicago area office.

The standard annual subscription fee for the Lehman Reports™ Member Management Study remains the same, \$12,500, less than you would expect to pay for a simple customer survey. Smaller providers (less than a 5% share of the \$1M+ association market) may subscribe at a reduced fee of \$9,500.

The 2016 study offers a special option designed for smaller providers. In addition to the data gathered from customer associations through the general association sample, a special over-sampling process will be implemented using customer contact lists provided by the company. Overall findings will not be affected, but the oversampling will enable more detailed analysis of customer ratings and comparisons with key competitors. This option is available for an additional \$450.

For more information: www.lehmanreports.com

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