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Membership

Help grow your membership with a deeper control, visibility and engagement with your community

As an organization that is built on members, there may be a gap between your community and commercial ambitions and the outdated and unsecure technology and processes you use. If you want to improve the service you provide your colleagues and members, you will recognize these challenges:

> "Our membership and revenue growth is impeded by our lack of a comprehensive membership model that addresses the entire member lifecycle. Potential and existing members expect a flexible and modern experience with our organization."

> "We need a single membership solution that provides a 360 degree view and management of our members, providing deeper understandings of our audience and how we can add more value to their relationship with us and each other as a community."

The **Membership** solution for **Microsoft Dynamics 365 Customer Engagement** provides a membership model that can flex to your needs to help attract, engage and retain members.

Why choose Prodware to support your member engagement and management needs using Dynamics 365 Customer Engagement?

As a Microsoft Gold partner with innovative technology driving our R&D, Prodware has developed and implemented Dynamics 365 Marketing, Sales and Service projects across Europe.

Along with our innovation startup partners, our experienced R&D team work closely with our clients to develop additional integrated functionalities that suit their needs to boost collaboration, productivity and customer experience in order to achieve sustainable growth.

Membership supports the member life cycle to boost membership and revenue growth, with key features:

- Renewal process per plan to set frequency and choose automatic billing

- Member management from attract, onboarding to renewal

- Membership plans to reflect types, fees, offers and frequency

- Donation feature for not-for-profit associations

- Document templates for renewal, contracts etc.

- Management dashboard provides an overview of current members (active and inactive), status, revenues and other KPIs

- Portal for self-service member engagement

A flexible solution to suit your needs through the entire membership cycle

RETAIN — ATTRACT — INSIGHT — ENGAGE — COMMUNICATE — SERVICE
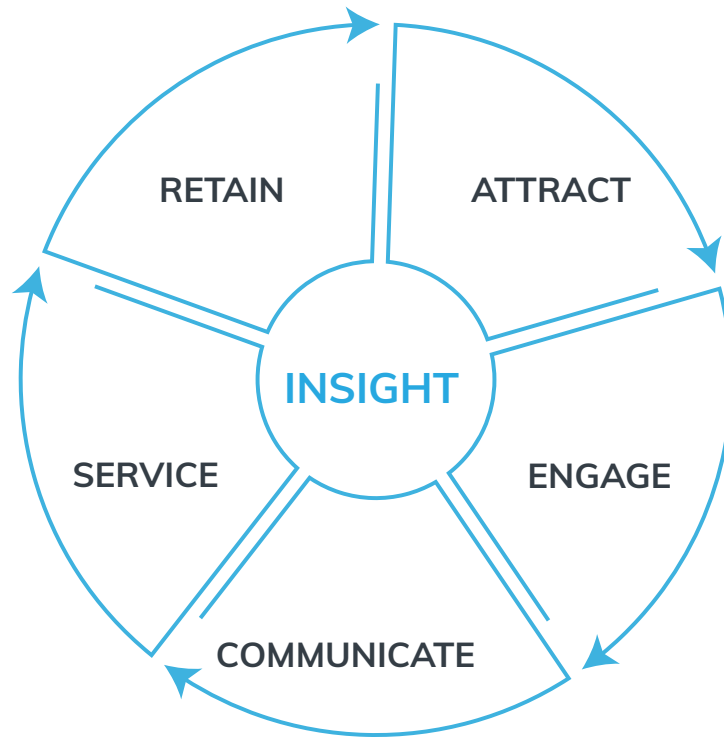
Start simple and build your membership model

Marketing Automation and Customer Journeys	Member Customer Service	Membership Insights	Financial Control and Billing
Manage Customer Journey, Marketing Campaigns (D365 Marketing, Click Dimensions etc.).	Manage Claims & Requests (D365 Customer Service).	360 View of your contacts with churn risks (D365 Customer Insights).	Link Membership Invoice to financial app Invoice (D365 Business Central).
Manage Events (D365 Marketing).	Build Community with Forum (D365 Customer Service).	Leverage AI to gain deeper membership understanding, e.g., member affinity (D365 Customer Insights).	Manage payments from financial app (D365 Business Central).
Personalized Landing Pages (D365 Marketing).	Get Feedback, Customer Satisfaction (D365 Customer Voice, Howazit).		
GDPR Compliance (GDPR accelerator or D365 Marketing).	Omnichannel communication (Social channels, Chat, SMS, WhatsApp (Simple Chat)).		
Implement Customer Experience strategy (Cemantica).			

Contact Prodware to help you meet your membership strategies, fit for the future.

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Gold
Microsoft
Partner
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