# FITCO MEMBERSHIP PROCESS - CURRENT

Five members of the FitCo team came together to visualize and outline the process that members take from first learning about FitCo memberships to joining, renewing and even letting their membership lapse. The following map articulates the outcome of that session and outlines pain points as well as opportunities to improve the process.

LEGEND

— identified pain point   — immediate opportunity   — secondary opportunity
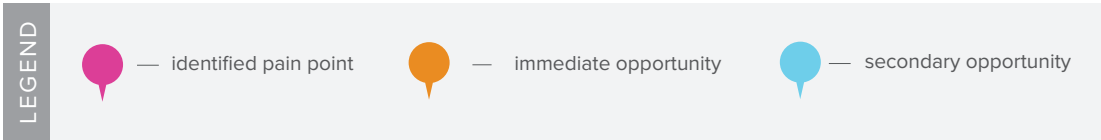
Pain Points & Opportunities

1 Lost Opportunity

While these researchers are put on a direct mailing list, many do not end up joining. There is an opportunity to engage them in more direct ways. The same is true for any user who ends up on the direct mailing list. The team agreed that the direct mailing efforts are OK and cost-efficient for now, but thought more could be done with them, such as personalized postcards or an exit survey for those who do not renew but are sent to a direct mailing list.

2 Making it Easier

Simplifying the verification process for people who want an immediate discount would mitigate a lot of frustration for users as well as reduce phone calls for to staff. This would likely require updated technology which is why it is considered a secondary opportunity at this time.

3 Review Messaging

The team agreed that messaging on the registration page was a clear pain point for users. Many find it confusing and end up guessing on which membership they need or calling the membership department to ask for help. Providing users with a guided path for which membership is right for them will help ease the confusion. It was also noted that a call-out on the homepage to quickly find the membership application would help people get to the page faster.

4 Collecting Professional Interests

Today's web users expect personal and relevant information. FitCo can collect information about professional interests by asking for such information when users sign up for a membership guide. This will equip FitCo with useful data that will come in handy later down the road.

5, 6, 8 & 13 Review & Update Current Content

This is an opportunity to make sure users understand the value propositions of membership. This will include a review and update to the digital Membership Guide, the email campaign for prospects, the new Member Guide, new Member emails, renewal emails, and lapsed emails.

7 Address Pain Points Earlier

These are things frequently heard in the survey that is given to people who do not join. If we can address these issues in the messaging earlier on, we can improve the likelihood that these people will change their mind.

8 & 12 Set up Automated Email Campaigns

Currently, users get their first personalized welcome days after they join or renew. Once their membership is processed, the systems should be able to connect that data and send an immediate welcome. This will ease the manual work that staff members currently have and also give users information faster.

10 Make Renewal More Obvious

It was noted that there should be a renewal button on the homepage.

11 Connect Systems

Renewal reminders come via email and/or direct mail depending on where you are at in the renewal process, and which type of reminder is going out at that time. It's a tedious and manual process for the team and one that could be expedited by connecting systems, so that when a user is in the renewal cycle they receive an email reminder.

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