

## Membership Satisfaction Survey

“ We have used Insync Surveys’ Membership Survey as one of our primary communications vehicles with our members. We wanted to know what our members thought of our services and more importantly we wanted to know what other services they thought the Committee should consider implementing. The information provided from the survey and the way in which Insync Surveys reported on the findings was very useful and will provide the basis for our strategies as we move forward. ”

Simon Pho  
President  
Hong Kong Australia Business  
Association (Victoria Chapter)

If the primary function of your organisation is to win and keep members; exceeding member expectations is fundamental.

To do this, your organisation needs to be member driven and must understand its members’ requirements.

Best practice organisations, particularly those in the business-to-business space, research member issues regularly. They share a common understanding: their most important relationships are rarely based on price.

### Methodology

Using our proven bivariate methodology, which measures both importance to the member and performance by your organisation, Insync Surveys helps organisations better understand key members’ satisfaction and areas of frustration. We can then help to identify targeted opportunities for improvement and growth.

We can also measure the performance of your organisation’s key competitors against yours.

The Membership Satisfaction Survey encompasses a core set of variables that measure issues essential for member service excellence, such as: communication, focus, timeliness, innovation, image, quality and perceived value.

Open ended questions are used to collect qualitative support information. Survey statements can also be tailored to meet your particular requirements.

### Survey process

The Membership Satisfaction Survey identifies members’ priorities and the performance rankings of each survey variable.

We recommend that telephone-based interviews be also used to supplement web-based and/or paper surveys. This boosts



“ *Seva Canada has been delighted with the work of Insync Surveys. They are responsive and knowledgeable and provided good advice on the design of our membership survey and support strategies to increase the survey response rate. Insync Surveys have been in constant communication with Seva. As a not-for-profit we have appreciated their contribution to our invaluable work. We are incredibly grateful to them.* ”

*Penny Lyons  
Executive Director  
Seva Canada Society*

response rates and the depth of data collected. Additionally, many organisations view their Membership Satisfaction Survey as a marketing exercise and want to ensure the process is professional and hassle free.

Telephone-based interviews are also beneficial because our trained researchers can seek more meaningful responses and members can ask questions about how the information is used.

Transparency throughout the survey is important. We offer real-time web-based reporting so clients can log in regularly for an indication of the response rates.

We always treat your member contact list with the utmost level of confidentiality and integrity.

## Survey results

Your Membership Satisfaction Survey results include a list of your improvement opportunities. These are featured as gaps between the importances of each survey variable to members, compared with the performance of your organisation.

## About Insync Surveys

With offices in Melbourne and Sydney, we specialise in employee, customer, board and other stakeholder surveys backed by consulting. Our registered psychologists and research experts help organisations become more effective.

We co-founded the Dream Employers Survey and have worked with some of the largest organisations in Asia Pacific, including: Cathay Pacific, Toll, Medibank Private, WorleyParsons, Fairfax Digital, Mission Australia, the Australian Curriculum, Assessment and Reporting Authority, state government departments, many local councils and most university libraries. This broad experience allows us to benchmark your results.

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