

Membership Organisations

EXPERT OUTCOME

Background

England Marketing has worked extensively with a range of membership organisations, including The Chartered Institute of Purchasing and Supply (CIPS). Representing the field of purchasing and supply chain management, CIPS is the leading body and has become the central reference for industry best practice; the CIPS Code of Conduct is the worldwide standard. England Marketing are proud of our longstanding relationship with CIPS and the variety of projects we have carried out on their behalf.

Other prestigious membership organisations on our client list for whom we have conducted research include; NIAB, NFU, HGCA, BPEX, EBLEX and The British Potato Council - the list goes on.

We have an ongoing contractual relationship with CIPS, testing customer satisfaction and ensuring membership retention as well as attracting new members.



Methodology

Our work with CIPS involves gaining an insight into levels of customer satisfaction and measuring the value of membership based on service; the findings inform the development of CIPS services for the future by identifying areas for improvement.

We have carried out research across all levels of membership groups, and amongst a broad range of clients, adopting a blend of methodologies to achieve the most insightful outcome for our clients.

Methodologies include;

- Telephone interviews
- Email and online surveys
- Mystery shopping
- Business development
- Data collection and analysis
- Database cleansing
- Workshops and focus groups

Outcomes

Each project we conduct is bespoke; tailored to meet the specific needs of our clients. All the membership organisations we have engaged with have found our approach to be flexible, adaptable and professional. Our reporting mechanism informs clients of our findings and offers an executive summary and recommendations to allow the development of the services they provide.



Effective stakeholder dialogue is a critical business process. Our work amongst membership organisations, such as CIPS, have proved to be a valuable resource. Helping our clients to gain an understanding of their members thinking and capturing their expectations have enabled growth, development and enhanced customer retention.



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