# Innofactor **STEP**

Member Engagement Enablement Pack



"STARTER PACKS TO INITIATE THE JOURNEY TOWARDS AN ATTRACTIVE AND RELEVANT MEMBER EXPERIENCE"

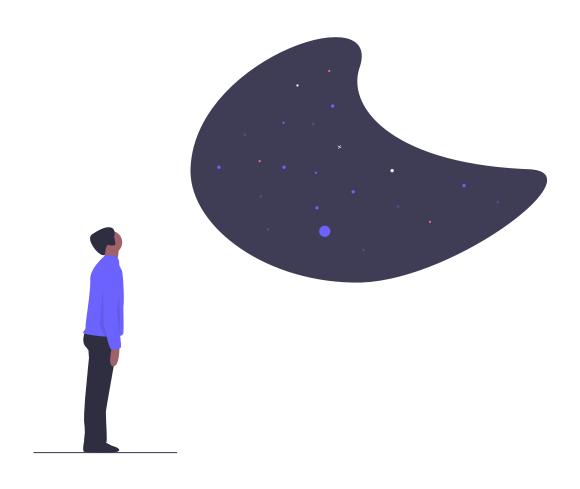


# STEP AS A CONCEPT

Innofactor's STEP offering is designed to accelerate the journey within refining and optimizing the engagement capabilities of Membership organizations. It is about allowing the opportunity to think big and accelerate the steps towards that vision.

STEP contains three starter packs that are designed to identify the customer's unique needs and find a natural next step.

In close collaboration with the customer, our subject matter experts lead and participates to create the best solution according to the customer's wishes and conditions.



### STEP | FORMAT

## ENVISIONING WORKSHOP

- Initially, we run a joint workshop to create consensus and understanding of the current situation and vision ahead. The workshop also includes inspiration for opportunities within the platform.
- The goal is to map where the customer is today and what needs and expectations there are.
- We also decide the scope to be included in the delivery phase linked to the starter package.

#### **PLANNING**

- Based on the output from initial envisioning workshop Innofactor provides a recommendation for the appropriate way forward and associated starter pack.
- Together we set the framework for conditions, delimitations and the first target. To establish a common view of what can be achieved with given implementation budget.
- Innofactor also provides recommendations for appropriate stake holder representation within implementation

Free

#### **ACCELERATED IMPLEMENTATION**

During the implementation we perform the necessary activities & deliverables associated with the starter pack.



TAILORED MEMBER FOUNDATION ASSESSMENT



MEMBER FOUNDATION



MEMBER OPTIMIZATION

# EVALUATION & NEXT STEP

- Together with the customer we evaluate the implementation and discuss recommendation for next step and effort associated
- The customer will also receive documentation from the implementation based on what has been agreed in the planning phase.

#### MANAGED SERVICE

After the implementation of the platform the customer is provided with the option of using our support and maintenance offering. The agreements are stipulated based on the solutions and the SLA of the customer.

Implementation (<100)

Managed services (optional)





# TAILORED MEMBER FOUNDATION ASSESSMENT

For organizations that need to deep-dive and gather the requirements associated with moving into **D365 for Member Engagement** 

MEMBER FOUNDATION enables organizations to take an important step towards a more active role within reimaging what memberhip is and can could be...



#### **RECRUIT**

Reimagine your organizations ability within providing simplicity and availability when recruiting new members to your



#### **ENGAGE**

Reimagine your ability to build high engagement levels.



#### NURTURE

Reimagine your organizations ability to offer efficient and proactive member care.



#### **BUILD LOYALTY**

Reimagine your organizations ability to build loyalty and strong sense of belonging



#### ATTRACT

Reimagine your organizations ability to provide a relevant and attractive membership offering.



#### **FUTURE PROOF**

Reimagine your organizations ability to secure a platform that supports change over time, as the organization grows and changes shape.



#### MEMBER FOUNDATION

#### WHOM IT CONCERNS?

We turn to decision-makers and business-related people I have an organization that has a commitment and responsibility within the organization's commitment ability. This is to obtain a good dynamic in analyzing the current situation and goal picture. This start-up package aims to gather the requirements, both operational and technical, that the organization must take into consideration in order to be able to implement and implement a modern member engagement platform built upon Dynamics 365 for Customer Engagement/CRM.

#### HOW IS IT DELIVERED?

STEP MEMBER FOUNDATION - Is a standardized process where the initial workshop aims to inspire, anchor current state and create consensus within the scope of the first delivery. During a delivery period of 3-4 weeks, the necessary activities associated with gathering and analysing the requirements are performed. Finally, Innofactor compiles and presents a recommendation for the appropriate next step and associated cost.

#### WHAT ARE THE RESULTS?

After the workshop and delivery you will have;

- Awareness of the opportunity associated with a modern membership platform and an established understanding of first targeted delivery.
- Compiled report and presentation of associated Business and IT requirements
- Basis for decision of realizing an implementation and recommendations for next step

# 1. Establishment 2. Documentation review 3. Workshop business requirements 4. Interview/Workshop architecture and data dependencies IT 5. Documentation compilation 6. Presentation and handover

