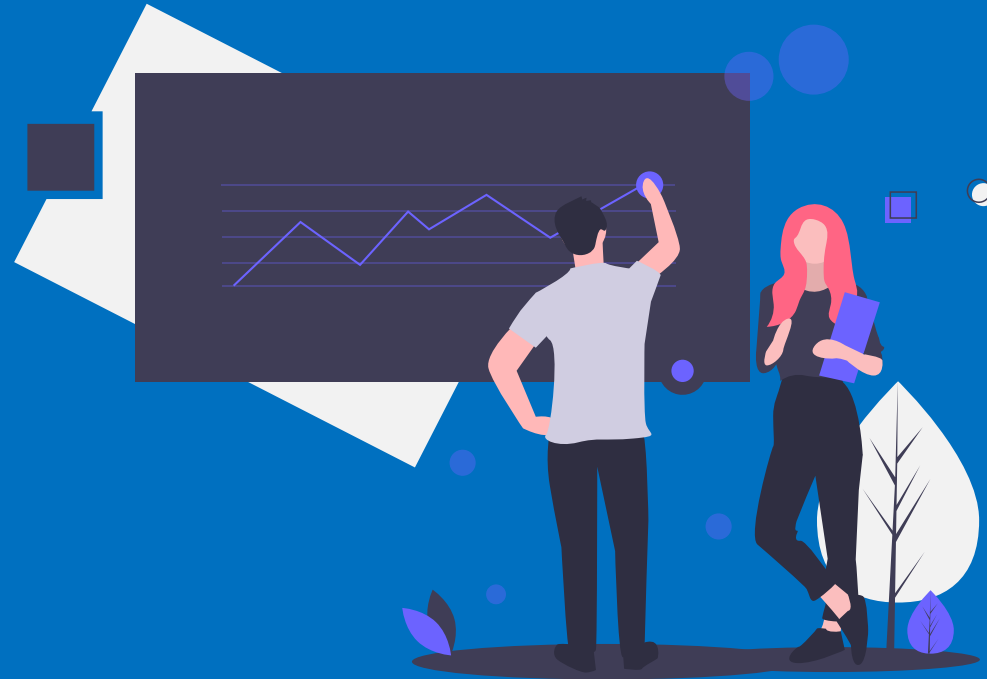


# Innofactor STEP

## Member Engagement Enablement Pack



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



# STEP AS A CONCEPT

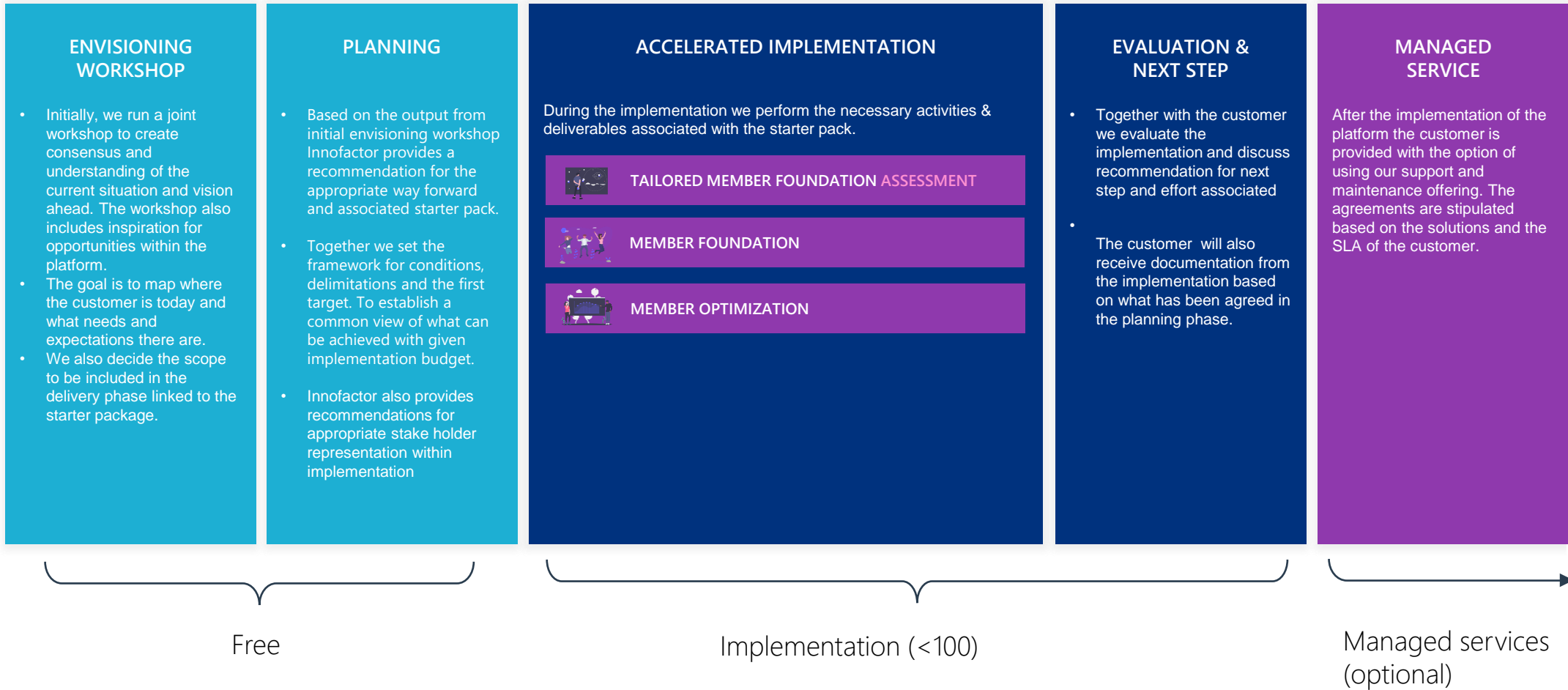
Innofactor's STEP offering is designed to accelerate the journey within refining and **optimizing the engagement capabilities of Membership organizations**. It is about allowing the opportunity to **think big and accelerate the steps towards that vision**.

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





# TAILORED MEMBER FOUNDATION ASSESSMENT

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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 reimagining what membership is and can could be...



#### RECRUIT

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



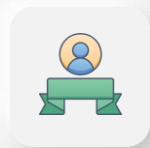
#### ENGAGE

Reimagine your ability to build high engagement levels.



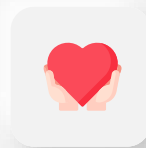
#### NURTURE

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



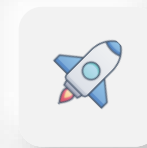
#### BUILD LOYALTY

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

### Activities & Deliverables

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