



Case Study

Employee Association



Program Performance

(as of 12/2/08)

Launch Date - June 2002
Months in Service - 79
Eligible Employees - 23,000
Orders Taken - 9,291
Ordered Revenue - \$14.4 million
Annual Penetration - 3.25%
Repeat Buyers - 75.8%

Client Profile

This governmental employee activity association is a paid membership organization that awards members with access to many programs and a variety of discounts for products and services. This organization has offices in most major cities in the US including Atlanta, Boston, Chicago, Dallas, Denver, Kansas City, New York, Philadelphia, San Francisco, and Seattle.

Reasons for Offering the Program

Recruitment - Client is a membership organization. In order to recruit new members they must deliver unique and beneficial programs that are not available to the general public. The client has indicated that since launching the program, membership has risen by 15% and that some members have specifically joined just to participate in the computer purchase program.

Work-Life Enrichment - The employee activity association prides itself in finding innovative ways to provide its members with benefits and discounts in many areas of their lives. This product adds great value to the long list of products and services already being offered.

Marketing Plan

Client utilizes a variety of marketing channels to communicate the program. The primary method is through email campaigns conducted every other month throughout the year. Flyers and posters are placed around the employee facilities in cafeterias and in break rooms. The program also has a presence on the association's website.

Testimonials

"I work full time, attend school full time and also do volunteer work in my community. I like that you have several choices of bundled packages and that I can shop online, order online and have the item delivered right to my home. I would not have time to spend going from store to store, hoping they have what I want in stock (they never do). For a busy person, this is a great way to shop."

-C. Francisco, Satisfied Employee and Customer

"This is a great program to be apart of because it's convenient and I don't have to worry about just coming straight out of my pocket I can have the payments paid through payroll. Thanks."

-C. Daniels, Satisfied Employee and Customer