

AIChE uses SingleVision to create the right chemistry with members

BDS SingleVision®
CASE STUDY

An accurate view of member characteristics boosts this association's marketing efficiency

The American Institute of Chemical Engineers (AIChE) is the world's leading organization for chemical engineering professionals. Founded in 1908, when chemical engineering was just becoming established as a formal discipline, AIChE evolved along with the chemistry industry, and today has more than 40,000 members in 93 countries.

AIChE's membership is diverse, with members working in private industry, universities, and government, using chemical processes to develop safe and useful products that benefit society. The association serves its members by providing access to information on core and emerging technologies, global networking resources for the exchange of ideas and expertise, and learning opportunities for career advancement.

The AIChE logo is displayed in a light blue, sans-serif font. The letters 'A', 'I', 'C', 'h', and 'E' are all in the same color and style, with the 'h' being lowercase and the others uppercase.

Better membership service depends on better member analysis

As is typical of professional associations, AIChE depends on its marketing efforts to not only bring in new members, but also to keep current members and recapture those who have lapsed. Accurate analysis of the various segments of the membership is a key element for determining what members want and need, and developing the kind of programs and services that will attract and hold prospects at various stages of their careers.

Effective database marketing faces multiple data issues

Identifying the various target segments within the AIChE membership was a challenge for the association's thinly stretched staff, which lacked the expertise and the tools to perform the needed analysis. There were also data challenges to overcome.

1. Many characteristics needed for segmentation were not directly available and had to be derived from the existing data.
2. Organization and contact names were not uniformly entered into their databases, making it difficult to properly report counts and eliminate duplications.
3. Information contained in separate data sources could not be easily consolidated due to the lack of common identifiers between files.
4. A previous switch in the Membership Relationship Management software made it difficult to track trends across both the legacy and current systems.

SingleVision provides all the right marketing answers

To solve their data issues, AIChE engaged Business Development Solutions (BDS) to implement BDS SingleVision®, a customer data integration software application.

AIChE and BDS worked together to identify the association's reporting needs. BDS provided the technical personnel, tools, and infrastructure to analyze AIChE customer and transaction files. BDS SingleVision was used to develop reports that could integrate multiple representations of the same organization and multiple files that do not have common identifiers.

Example 1 Member Relationships Reports – identifies organizations with the largest number of employees who are AIChE Members.

Example 2 Marketing Efficiency Reports – matches membership campaign results against Membership Relationship Management software Customer and Transaction files to determine the impact of different strategies on new member acquisition and existing member retention.

Data coordination delivers marketing advantages

AIChE can now analyze their membership database and make future marketing plans based on solid information — regardless of the original data source.

- Plan membership campaigns based on actual results from previous campaigns
- Test new marketing strategies and track response rates across all list sources
- Measure and compare historical campaign results with current efforts
- More effectively target all marketing campaigns and better allocate resources
- Better articulate decisions and results based on accurate reporting information

"Before BDS started working on our data with SingleVision, we had the toughest time just trying to understand the basics about our membership. Now, I can tell my Board everything they need to know. BDS made me look like a hero!"

Bette Lawler
Director, Operations
AIChE

Membership marketing and other functional units within the association can query across multiple data silos in order to perform analysis, generate lists for campaigns, and develop other reports. All functions are more accurate because multiple entries and mismatched formats have been linked to eliminate duplication.

About BDS

Since 1991, Business Development Solutions (BDS) has been focused on helping marketers of all sizes identify, analyze, and serve their customers and prospects more effectively. With this experience, BDS has developed SingleVision, the advanced data matching and linking process for maximizing the value and accessibility of the data BDS's client companies use and maintain.

BDS SingleVision®

- Intuitive, easy to use data integration software saves time and money
- Supports more effective planning and decision making at every corporate level
- For any organization that depends on more than one database or data source.

BDS BUSINESS
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