



Membership Solutions

We all need to belong, and every membership based organisation (sports club, credit union, professional association) meets that need. But not all do it as well as others, and people nowadays are faced with many more choices as to which organisations they join and participate in. Our membership solutions research can unlock insights into the key drivers of belonging and engagement to ensure longevity and growth.


amárach
research

Case Study: Credit Unions

Customer Requirements:

to understand the motivations for credit union membership and to test interest in potential new benefits and products for members.

Research Approach:

Amárach's team worked with the leadership team to understand their ambitions for the future and designed a survey of members to measure and project levels of uptake.

Research Output:

the findings were presented to members at a special meeting to get members feedback and to ensure members felt a sense of ownership of the direction of the credit union into the future.

Amárach has conducted membership research for:



Membership Solutions

Every organisation is different, and every member has their own unique perspective on what it means to belong. We understand this and design our membership solutions to deliver results for organisations and their members, find out more: michael.mcloughlin@amarach.com



Find out more

Read our
'Seven Reasons to use Amárach':
<https://amarach.com/>

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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