



Case Study

Membership Experience Survey & Insights Strategy for Engineering Association

A global engineering association sought to evaluate the membership experience of its Indian community, aiming to better understand the needs and perceptions of both active and former members. With its India office, the organization planned a survey to gather insights on satisfaction, relevance, engagement levels, and improvement areas. The goal was to strengthen local offerings, optimize pricing and benefits, and design targeted outreach strategies aligned with member expectations.

Problems

The study required a comprehensive assessment of membership experience among existing and dropped members to understand satisfaction levels, perceived value, and usage of available resources. Key objectives included evaluating awareness, relevance, and utilization of membership benefits, identifying communication gaps, and capturing feedback on support services and events. Insights from this survey were expected to guide improvements to local features, pricing models, and marketing initiatives tailored to the needs of the Indian engineering community.

Approach and Result

DART Analysts conducted a structured evaluation to identify

core areas influencing membership engagement. Survey responses highlighted three key improvement metrics: awareness at 67%, relevance at 18%, and utilization at 9%. To strengthen awareness, targeted email communication during registration and throughout the membership cycle was recommended, along with enhancements to the subscription portal through chatbots and interactive guides. Relevance was addressed through personalized emails aligned with members' domain interests, including updates on news, publications, and releases. To improve utilization, weekly quizzes on member benefits, as well as the circulation of case studies and success stories from E-Fest, EFX, and other initiatives, were proposed to encourage wider participation. Dissatisfaction drivers such as delays in welcome kits, lack of event communication, limited support for judging or sponsorship, and issues related to payment processing and webinar time zones were documented. Positive factors—including strong satisfaction with ME Magazine, ASME conferences, and student-focused events—were also noted. Net Promoter Score analysis indicated low ratings among inactive professionals, with respondents expressing the need for renewal assistance and more local events and sections.



DART's Primary and Strategic Consulting

DART delivered end-to-end primary research and strategic consulting support by designing structured questionnaires, conducting interviews with current and former members, and collecting online data to assess awareness, relevance, and utilization of membership benefits. Using our nationwide field network, we ensured accurate and timely data collection, followed by strategic analysis of engagement patterns, communication gaps, pricing perceptions, and service expectations. These insights enabled us to recommend actionable strategies to enhance outreach, improve membership value, and strengthen retention within the Indian engineering community.