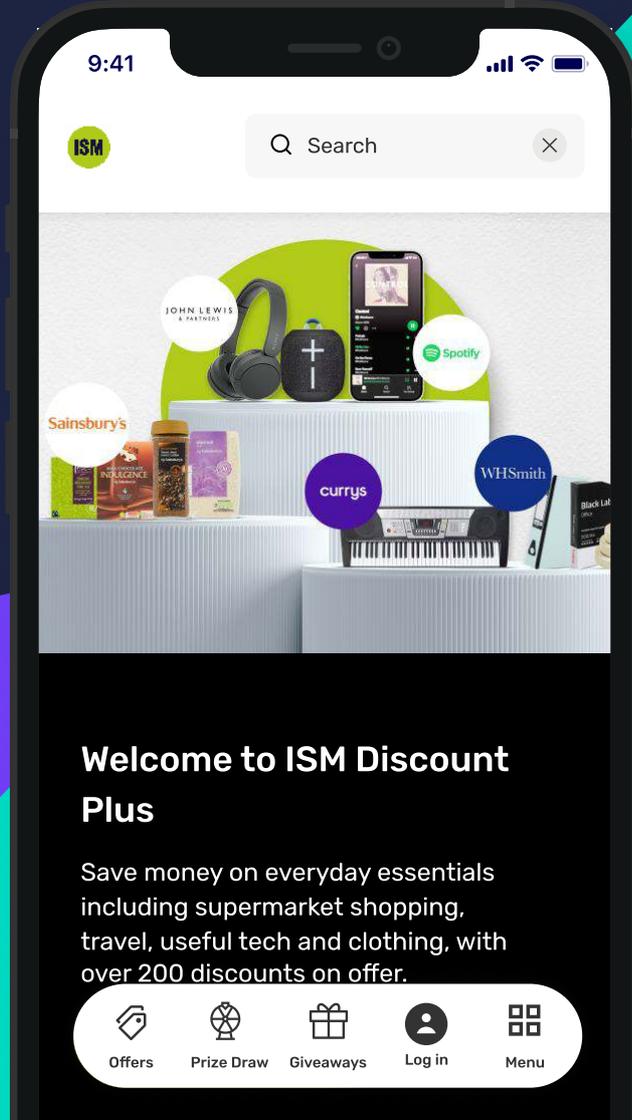




Striking the **Right Chord:** ISM's Member Loyalty Success Story



Introduction

The Independent Society of Musicians (ISM) is an association for music industry professionals. Recognising the potential for transformation, ISM turned to Propello Cloud's next-gen member engagement and loyalty solution.

With Propello Cloud's expertise, ISM achieved a significant uplift in programme updates and rewards redemption while having the ability to capture real-time data insights.

In this case study, we'll examine how ISM's Propello Cloud-powered loyalty programme enhanced its offerings and benefits for its members.

The Story of ISM

Background:

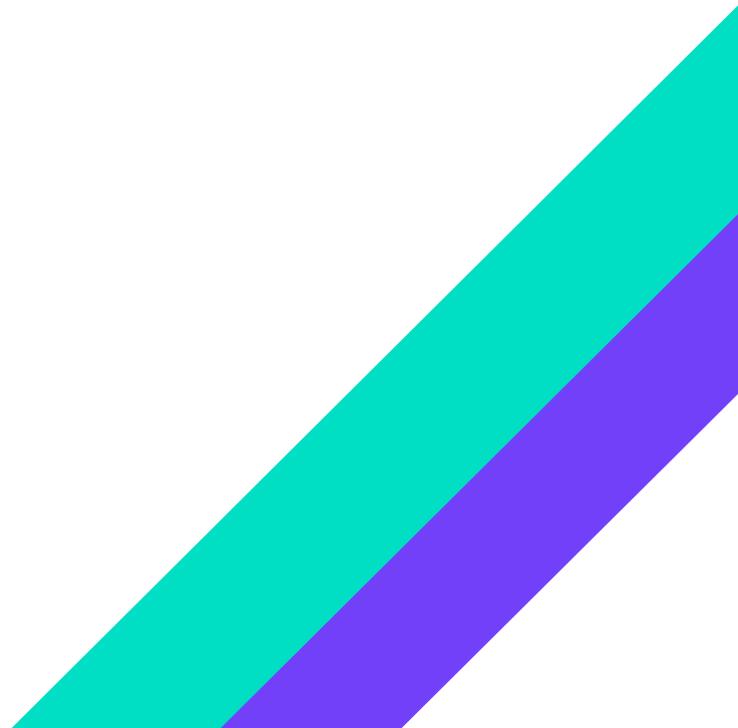
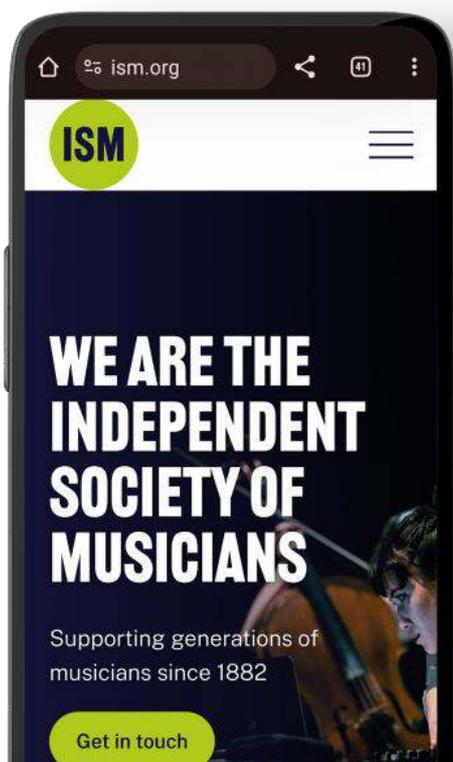
The Independent Society of Musicians (ISM) is the UK's largest non-union representative body for musicians. Since its inception in 1882, this prestigious music institution has remained a steadfast advocate for musicians across various genres and stages of their careers.

Originally established to provide support and representation to musicians, ISM has evolved into a multifaceted organisation that champions the rights, interests, and livelihoods of those who work in the music sector.

Recent Successes and Milestones:

ISM's tireless work supporting the rights and interests of music sector professionals hasn't gone unnoticed. Its "strong member-centric approach" landed ISM the Individual Member Association of the Year Award at the 2021 UK Association Awards.

Other notable successes include an Association Excellence award for its 2016 conference titled "Make Music Work" and the Music Teacher Awards for Excellence in Primary/Early Years Music in 2019.



ISM's Untapped Potential: Charting a Course for Transformation

Prior to its partnership with Propello Cloud, ISM had several untapped opportunities within its member benefits programme. These issues prompted ISM to seek out a transformative solution.



Low Member Engagement

Despite its large member audience, ISM wasn't reaching the expected member engagement levels due to poor user experience and usability.



Relevance of Rewards

ISM needed to exploit the potential of improving the relevance of its rewards. Aligning rewards with its audience's diverse needs and preferences was crucial to enhancing the programme's appeal.



Lack of Commercial Tools

The absence of tools to drive desirable commercial outcomes, such as member referrals, hindered ISM's ability to maximise the programme's potential for growth and revenue generation.



Data Complexity

ISM had access to programme data, but it was unclear and not in real time. Transforming this data into actionable insights was a challenge.

The decision to partner with Propello Cloud represented a proactive step to address these challenges, leverage the programme's full potential, and give members a more rewarding experience.

How Propello Cloud Responded

In the early days of the partnership, ISM experienced a strong sense of collaboration and support from Propello Cloud. There was a high degree of mutual understanding and a shared commitment to achieving ISM's goals.

This positive early experience laid a solid foundation for what was to come.

Here's how Propello Cloud rose to the challenge:

Diverse Reward Offerings

Propello Cloud went beyond traditional incentives tailored to musicians and collaborated with ISM to include savings on everyday essentials such as groceries, fashion, and dining experiences.

Communication Support

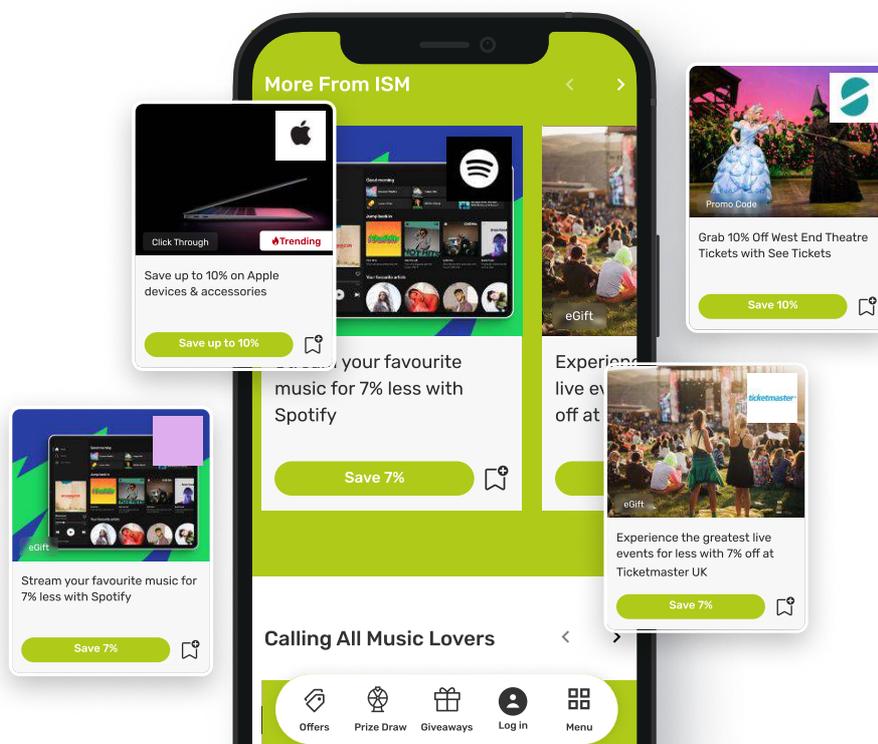
Recognising the importance of effective communication to engage ISM's audience, Propello Cloud assisted in creating tailored communication strategies and marketing support.

This allowed ISM to effectively share information on programme benefits and even new events with members.

Data Tracking and Reward Relevance

Propello Cloud deployed its real-time redemption data tracking system to help ISM identify the rewards that its members resonate with.

This would create more dynamic and personalised member experiences, directly enhancing engagement.



The Outcome

Here are some of the key outcomes:



Increased Member Engagement

The loyalty programme revamp increased member engagement significantly. ISM members were more active in the programme, redeeming offers and enjoying relevant rewards.



Personalisation and Relevance

Propello Cloud's customisation capabilities ensured that rewards and benefits resonated with individual member preferences. This increased the perceived value of the programme, fostering a stronger sense of relevance and satisfaction among ISM members.



Data-Driven Decision-Making

Propello Cloud's real-time data analytics helped ISM make data-driven decisions and optimise the programme. This helped ISM improve its strategies and offerings.



Better User Experience

Propello Cloud's platform improvements boosted user experience, which increased member retention and programme usage.

As the partnership continued to flourish, the impact resonated deeply with ISM's members. In the next section, we present firsthand accounts from ISM members who have benefited from ISM's partnership with Propello Cloud. These testimonials offer a glimpse into the tangible outcomes and meaningful connections created through the alliance.

Member testimonials from the ISM Discount+ benefits programme

The ISM Discount+ scheme has emerged as a cornerstone benefit for members, delivering tangible savings and unparalleled convenience. Here's what members have to say about their experiences:

Maximising Savings on Everyday Essentials

"I have used the Discount+ scheme for everything from Air Pods to a new cooker, Pizza Express to the weekly shop. Over the course of a year, the money I save is greater than the cost of my ISM membership. I don't know how that works but it's very good value!"

- Satisfied Member ★★★★★

Seamless and Convenient Purchasing Experience

"The Discount+ scheme is easy to use. I can easily buy the vouchers and spend them on the spot. It makes that little bit of difference with purchases I would be making anyway."

- Satisfied Member ★★★★★

Significant Savings on Grocery Shopping

"As an ISM member, I've been pleased to get savings on all my grocery shopping on a regular basis. The process is quite simple and is completed without any hassle."

- Satisfied Member ★★★★★

Diverse Range of Savings Opportunities

"I use Discount+ to purchase supermarket gift cards - Tesco, Asda, Morrisons - which give me 4 or 5% discounts on groceries and fuel. These small regular savings mount up. I've also saved on Argos and B&Q purchases."

- Satisfied Member ★★★★★

Valuable Addition to Membership Benefits

"Thank you to the ISM for this brilliant scheme; it's a 'no brainer'."

- Satisfied Member ★★★★★

Enhancing Financial Flexibility

"The ISM Discount+ scheme is a great way to keep costs down at all the main supermarkets and also when eating out. It's great to save even a small percentage but have enjoyed discounts up to 12.5%."

- Satisfied Member ★★★★★

These testimonials underline the value and versatility of the reward programme, reflecting the deep appreciation and satisfaction among ISM members for this innovative offering.



"When ISM approached Propello, its existing member benefits programme was very antiquated and highly underutilised due to poor user experience. We're therefore delighted several months on to see user engagement more than 10x previous levels and members really seeing the value."

Mark Camp, CEO of Propello



Mark Camp
—
Founder & CEO
Propello Cloud



"Before Propello, we lacked real-time reporting data to make informed decisions and engage our members effectively. With Propello, we now have the ability to deliver a memorable and personalised rewards experience with real-time data insights."

Francesca Stokes, Head of Member Engagement



Contact us today for a quick 20 minute demo

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propellocloud.com/contact



0333 202 88 33



sales@propellocloud.com