

Benchmarking in an Instant

What was your business challenge?

We are a non-for-profit membership organization serving about 22,000 executive members from an association community. One of the benchmarking studies that we conduct among our members is for collecting the operational and policy information in the associations' different functional areas such as Finance, HR, Technology, etc.

This allows us to provide our members with research data to benchmark against one another. In the past, we just mailed a big long survey including all the questions for different functional areas to each organization that we have members and have the recipients of the survey to pass around to the related staff to complete.

This process was not only time consuming but also required a lot of work and energy from the members who received the survey to pass the survey around to those who are appropriate to complete specific portion of the survey within their organizations.

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Manager, Market Research



About:

ASAE is a membership organization of more than 22,000 association executives and industry partners representing more than 11,000 organizations.

Our members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world.

With support of the ASAE Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge and future-oriented research for the association and nonprofit profession, and provides resources, education, ideas and advocacy to enhance the power and performance of the association and nonprofit community.

We believe associations have the power to transform society for the better. Our passion is to help association professionals achieve previously unimaginable levels of performance.

We do this by nurturing a community of really smart, creative, and interesting people - our members. In short, we are the Center for Association Leadership.



Which WorldAPP product was used to meet your needs?

Key Survey.

What are the steps used to reproduce your scenario?

After thorough consideration, we decided to break up the long survey into multiple small surveys based on different functional areas, and directed our members to fill out the surveys on our website.

Because we want this project serving as an ongoing tool not only to collect the responses from members but also to provide them with instant benchmarking information once they completed the survey questions within their functional area, we were not sending the surveys directly to our members, instead we encouraged them to come to our website and fill out the surveys.

First, they would need to sign into their membership account online, and then they would get access to the master links to the surveys that we created in Key Survey, specifically related to their role of responsibilities within their organization.

The reason to do this is to allow the system to identify their member IDs and other demographic information and thus only show the appropriate surveys for each member. With the help and flexibility of Key Survey, we were able to capture their membership information (such as email address, member ID, their organization ID, etc.) through our own CMS plus system once they responded to any of the surveys that were appropriate to them through the master link.

As you might have known, the respondent's information couldn't be captured if clicked into the survey by the master link. But with the advanced coding structure that is already built within Key Survey, we were able to make this impossible into possible.

After the respondents completed the survey on Key Survey, we were also able to redirect them back to our website page where we display the link to the instant benchmarking information of the survey they just completed.

This extremely friendly feature that Key Survey provides is extraordinary and it seems hard to reproduce with other online survey tools.



What was the result of using a WorldAPP product?

With this friendly feature, we were not only able to collect more benchmarking information from our members within different functional areas but also able to provide them with the instant benchmarking information they were looking for.

After launching this tool, we received a lot of compliments and positive feedbacks from members who completed the survey, and also attracted some of our member organizations to imitate the same procedures for their own needs and purposes.

Without Key Survey, we couldn't make this happen.

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