



Insights2Action: AI-Driven Text Analytics for Associations

Understand & Act Upon Member Needs to Deliver Value

THE CHALLENGE

How can you quickly extract actionable insights into member and customer experiences, wants, and needs from previously hard-to-mine unstructured data sources such as online community dialogues and open-ended survey feedback?

THE SOLUTION

ORI uses advanced text analytics to translate your member and customer data into bottom-line impact. Our *Insights2Action* platform mines ALL data—including the structured *and* unstructured data that you already have—to quickly identify customer pain points and new service and product offering opportunities.

HOW INSIGHTS2ACTION WORKS

ORI gathers all of your siloed datasets from various sources and applies AI and machine learning technology to detect areas driving high levels of effort, positive or negative sentiment, and common themes. We identify pain points expressed by members and customers *and* uncover opportunities to address them. ORI does the heavy lifting—and within two months, you're armed with actionable insights based on our findings (and your members' own words) that can be applied across your organization to improve overall member and customer experience.

Insights2Action: Systematic Listening Leveraging ALL Data

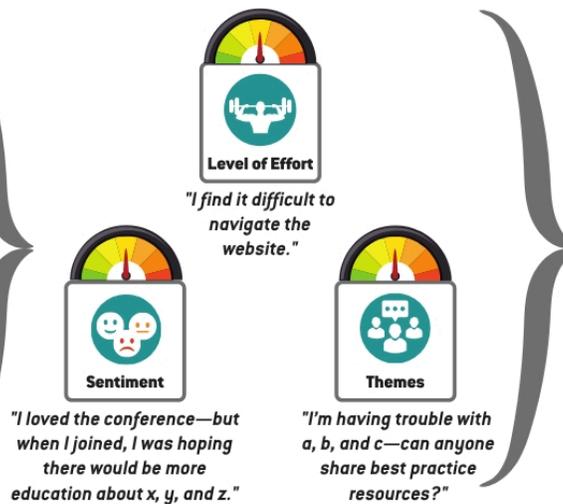
Leverage All Data Sources

ORI pulls together available siloed datasets, including:



Identify Pain Points & Opportunities

ORI conducts in-depth data analysis using an industry-leading advanced text analytics platform to detect:



Take Action

Within 2 months, receive actionable insights that can be easily shared across the organization:





ORI

*Innovative Insights.
Driving Results.*

Transform Your Data into Dollars



Increase member and customer retention



Reduce costs and boost revenue



Understand a “day in the life” of current and prospective members to maintain or grow as an industry thought leader



Identify opportunities for new value-add offerings

Insights2Action: Association Client Outcomes

ORI has explored member surveys, community forum conversations, and AMS data to deliver high-value insights to association clients serving a variety of industries.

PROFESSIONAL MEDICAL ASSOCIATION

Understanding Educational Needs

Gained visibility into sources of student & instructor frustration to **increase retention & market share**

NATIONAL TRADE ASSOCIATION

Meeting Diverse Member Needs

Quickly identified patterns in member needs by company size & type to **develop new targeted offerings**

INNOVATIVE MEMBERSHIP ORGANIZATION

Listening to High-Value Members

Identified topics resonating with C-level members, extremely active “centers of influence,” & ways to **drive more value for members**

Why ORI?

- Experienced association research and data analytics consulting to connect analysis to strategic goals
- Thematic, sentiment, and level of effort analysis
- Flexible options: One-time analysis or recurring quarterly or monthly assessments—you set the frequency that’s right for your association

Is *Insights2Action* a fit for your association? Contact info@ORResults.com for a free ROI evaluation.