



# Member Engagement



**Jennifer Holmes**

Chief Commercial Officer

Thursday 16<sup>th</sup> November

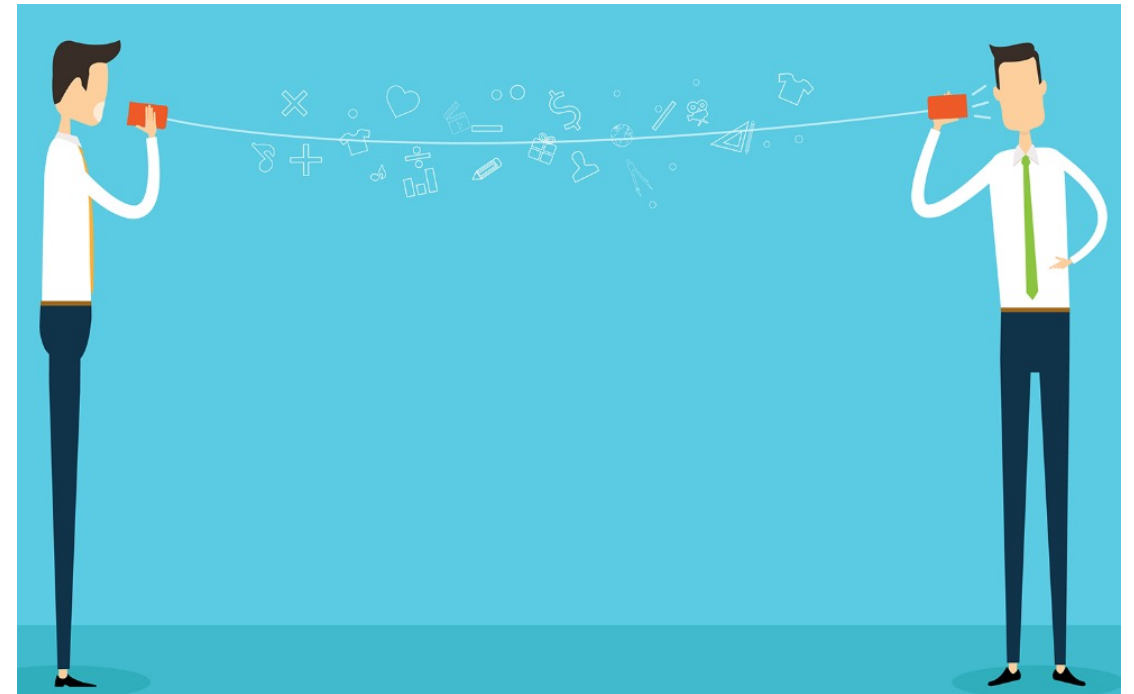
LINX120





## Member Engagement

- Our member's opinions are vitally important to LINX
- We track how many members we have engaged with, and how
- We set objectives to increase this engagement year-on-year!
- We think of new member engagement activities – such as new events or feedback from automated sources





## Why is Member Engagement Important?

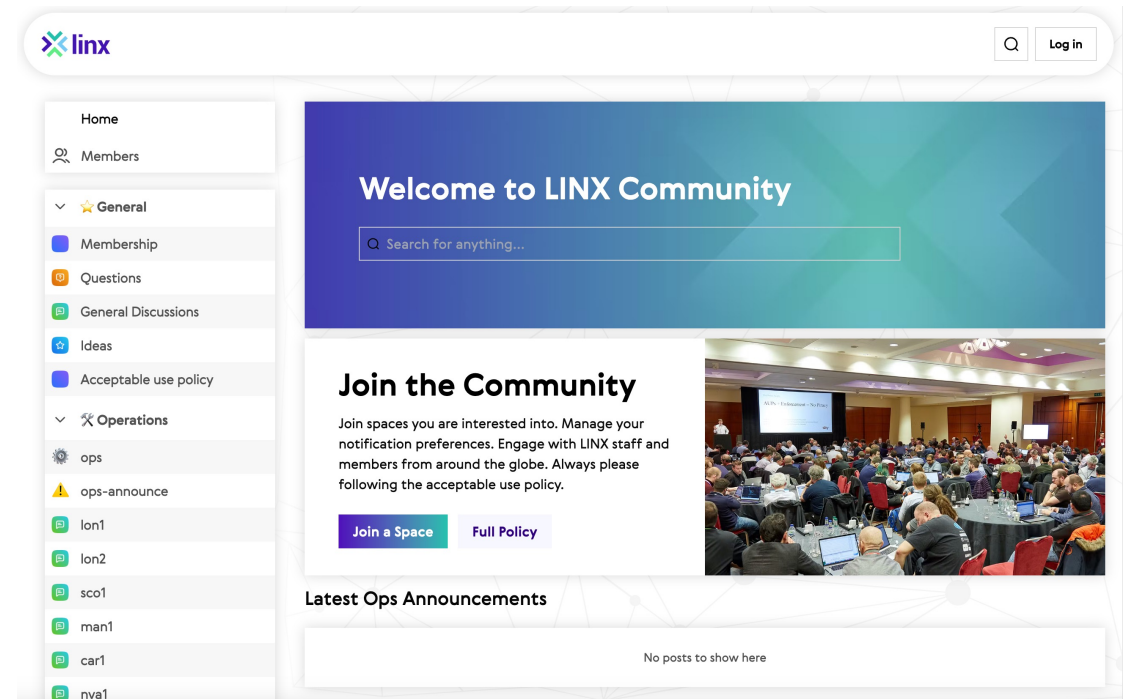
- Strategy alignment – enabling LINX to reach it's goals
- Feedback and improvements = increase value for members
- Sustainability – engaged members are more likely to stay connected and support the business
- Community building
- Advocacy!

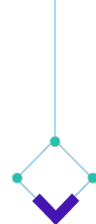




# LINX Community Launch

- Coming soon! 😊
- All LINX departments have collaborated to create an engagement tool
- An area for members to further engage with LINX, as well as each other
- Posts, notifications, ask questions, have discussions etc.

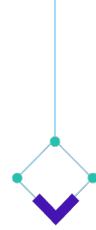




## LINX Engagement Channels

- Reminder of where you can view LINX news and updates
  - Face to face meetings
  - Phone calls
  - Deskpro tickets
  - Membership Mailing List
  - Membership Survey
  - Industry discussions channels
  - LINX Website ([www.linx.net](http://www.linx.net)) → news area
  - On our Social Media channels – linked from website homepage
  - Member Newsletter – subscribe under 'news & events' area on website





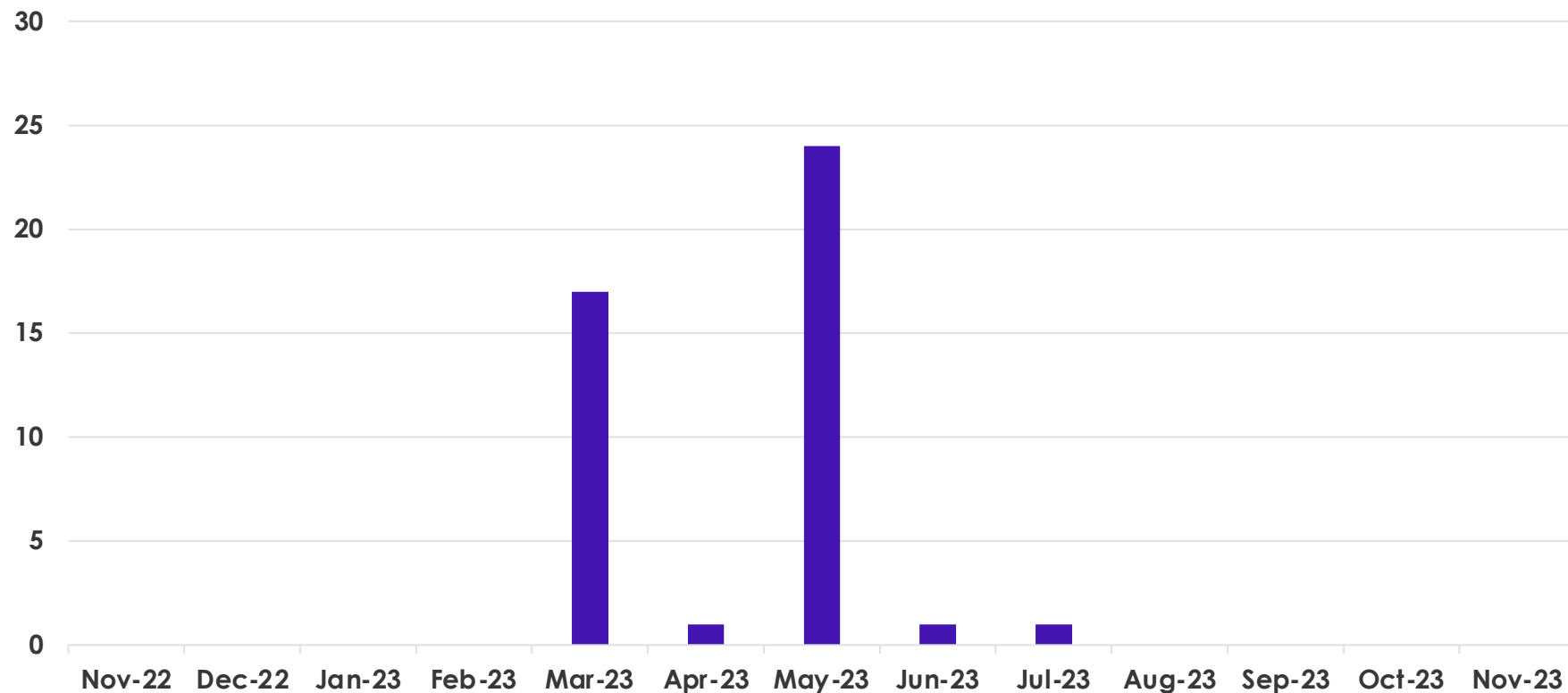
## Collating Member Feedback

- We collect feedback from members in many ways
- During November LINX MTGs, we present The Membership Survey results
- Moving forward, our aim is to pull together all of our Member feedback, then present a summary of feedback to you, the members
- Most importantly, share with you what actions we have taken as a result
- Will also be looking at where any 'gaps' are for collating feedback





## Membership List Feedback



**March 23** – Collecting member feedback following LINX118 – much of this feedback was support for LINX

**May 23** - Consultation on changes to the MoU

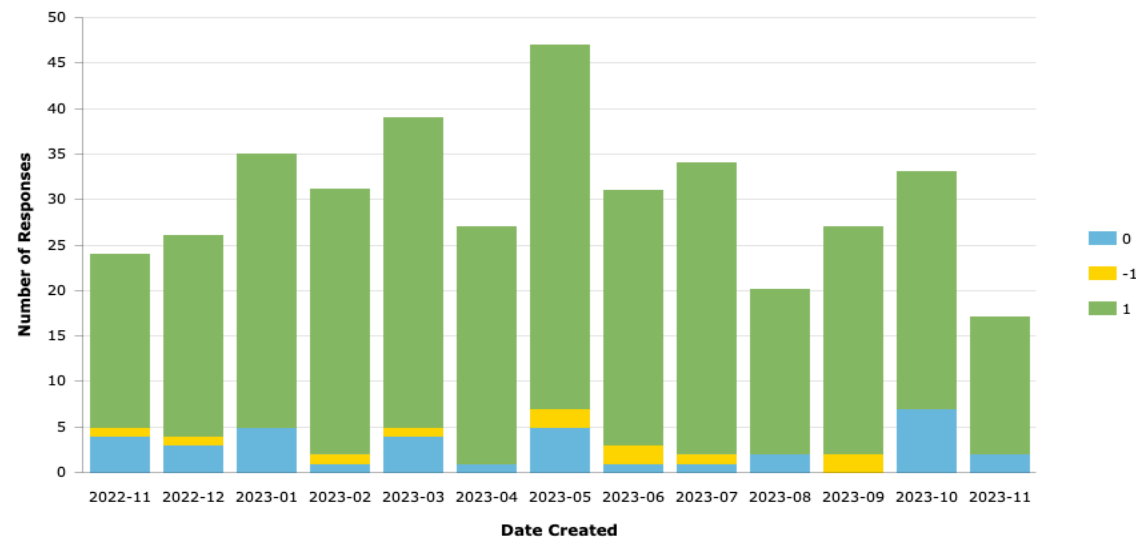




## Deskpro Feedback

- Combination of tickets go through this system
- If you open a chat on the Portal, if you email sales@, etc.
- Any feedback raised in these tickets will be picked up
- We also ask for your satisfaction around how we handled your ticket

Member Feedback (1=Good, 0+OK, -1=Not Good)

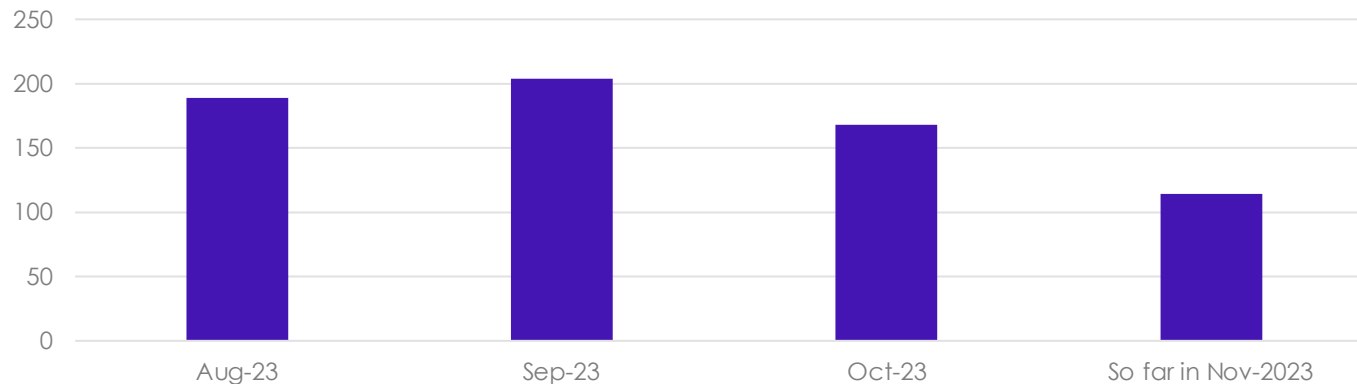






## Other Feedback

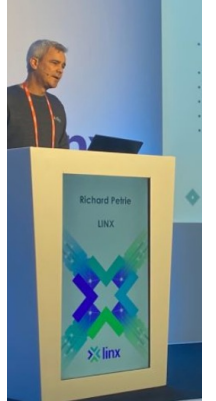
- We meet with so many of you during our travels
- We also conduct member interviews on the “job to be done”
- As well as reaching out to certain members for matters such as 1G to 10G upgrades
- Any feedback resulting from these is captured in our CRM system
- We have a ‘feedback’ report that pulls this all together for us
- Graph shows the number of members we have had conversations with over recent months





## Member Engagement Plans - 2024

- Celebrate LINX milestones with you! LINX's 30<sup>th</sup> Birthday for example!
- Continue with our LINX Meetings, and increase the number of LINX Local events
- Host in-person and virtual Strategy sessions
- Continue to meet with you at various industry events
- Continue with member interviews and service review calls
- Various webinars, ranging from knowledge share to guidelines for using the Portal
- Mailing lists, newsletters, social media, PR, blogs



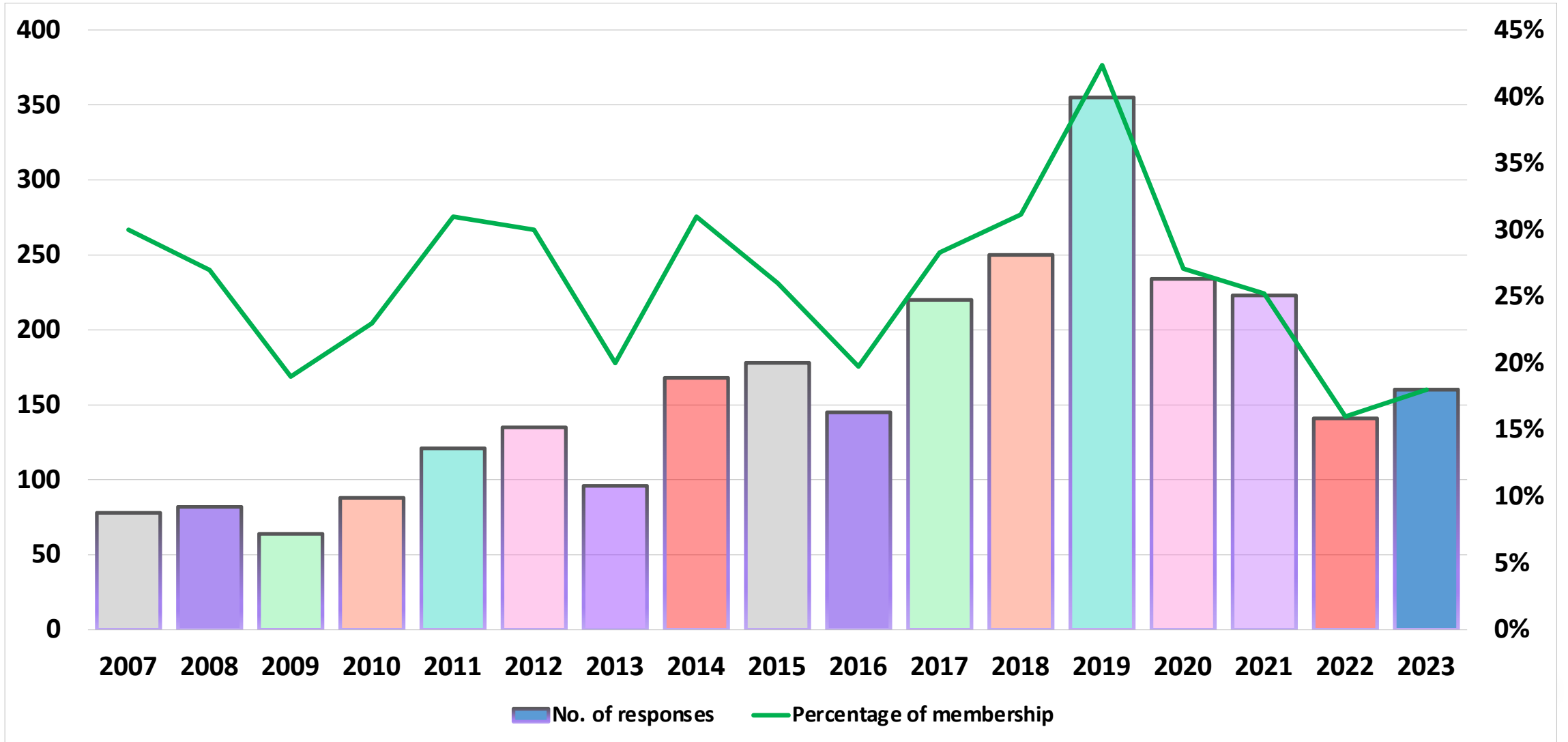


## **Member Survey Results**



## 2023 Member Survey Reponses against percentage of the membership

Reponses 160, Percentage: 18%

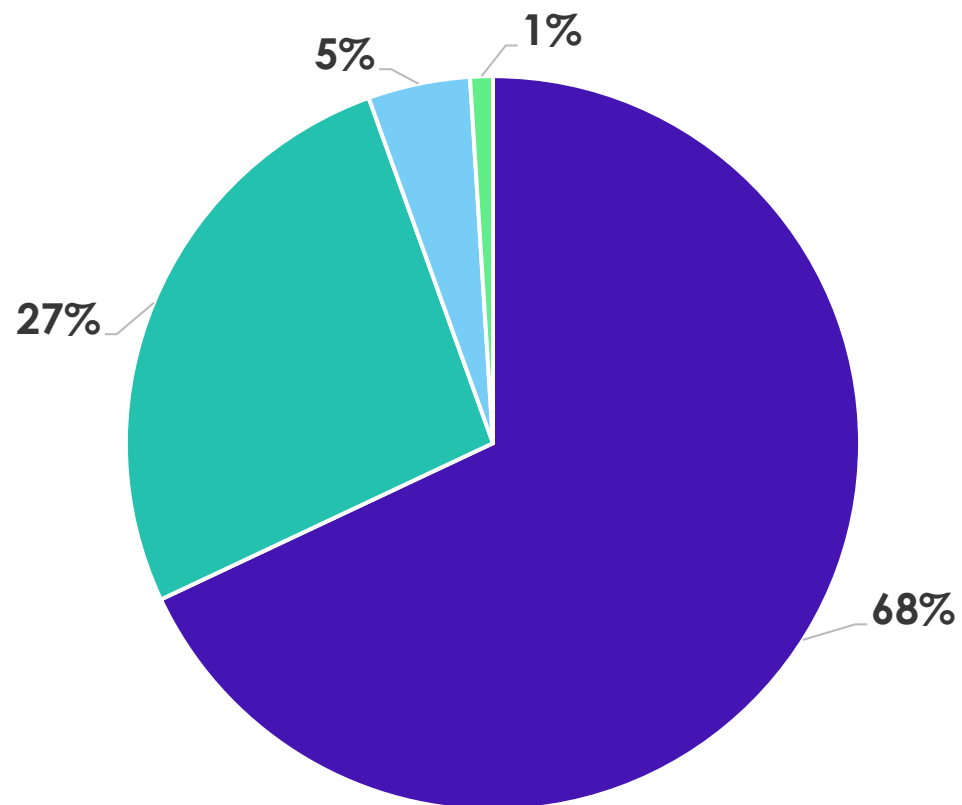




**Net Promoter Score = 64%**

Previous years NPS was: 2022 – 69%, 2021 – 67%, 2020 - 67%, 2019 - 50%

**How would you recommend LINX to a friend/colleague?**

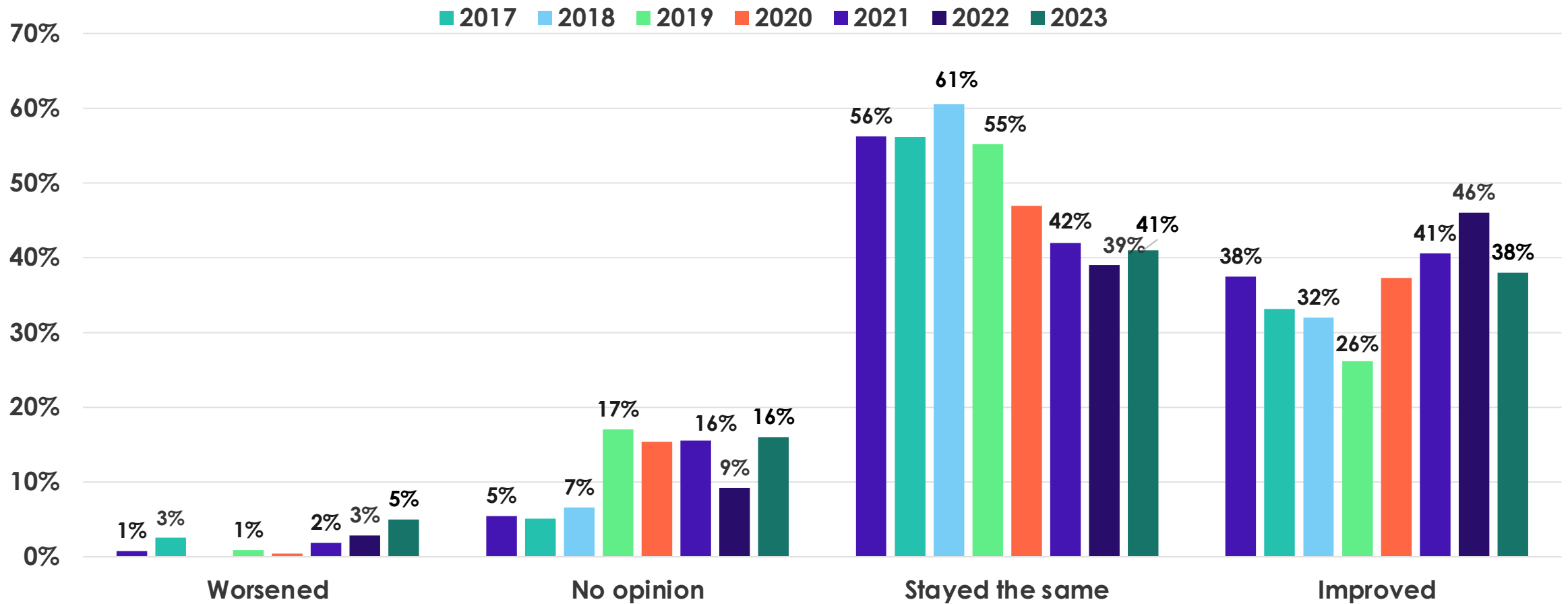


■ Promoters ■ Passive ■ Detractors ■ No opinion





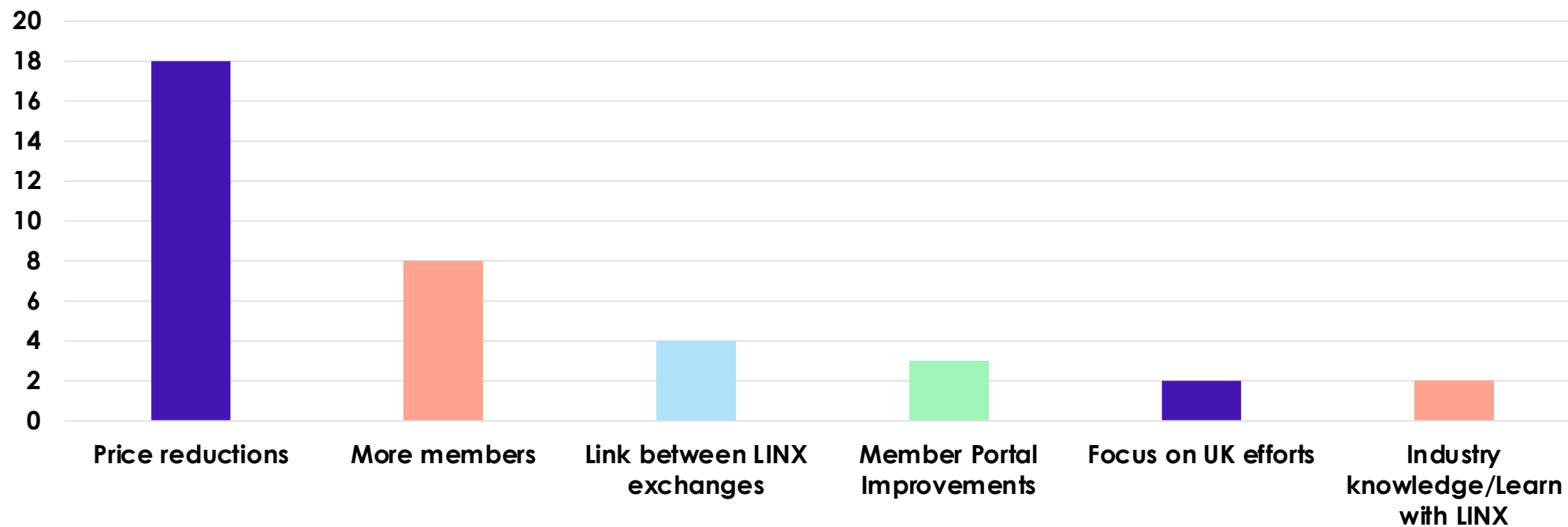
## Do you feel LINX has changed over the last couple of years?





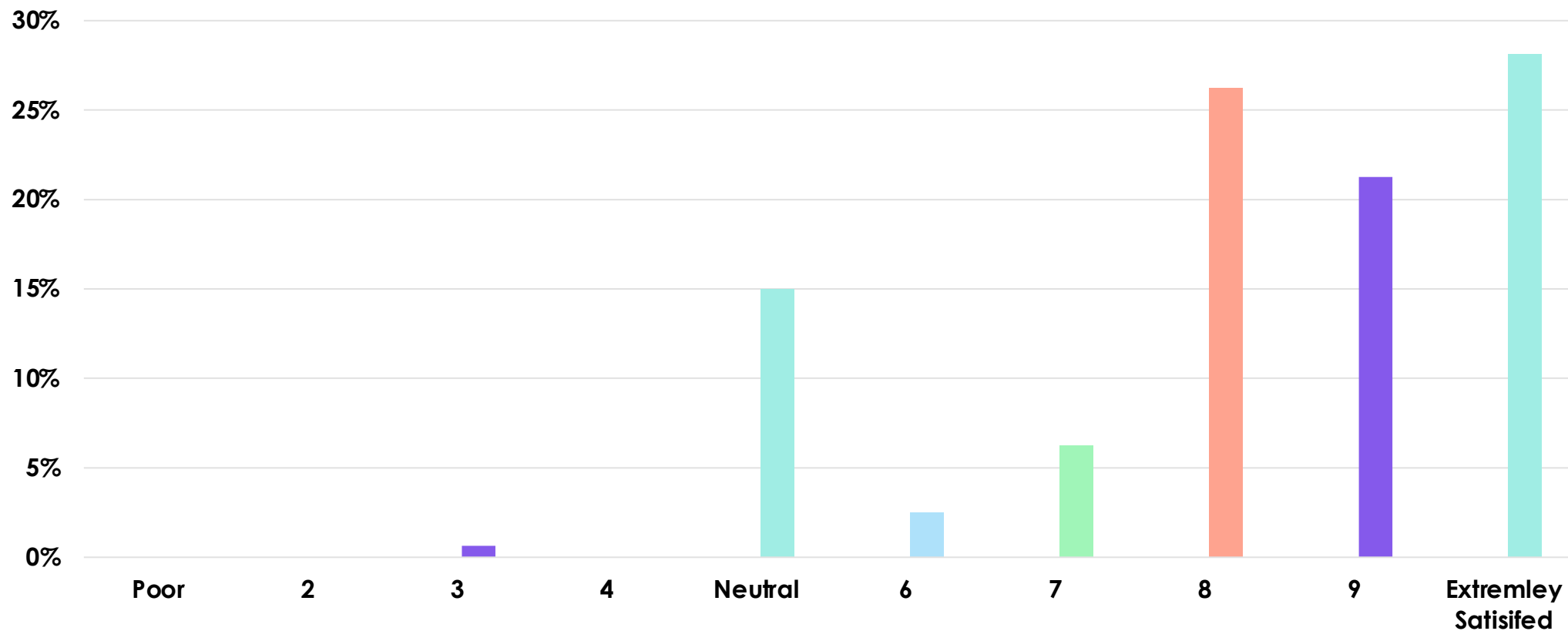
## How can we enhance your LINX experience and add value to you?

Your feedback in categories with more than 1 response on the same subject





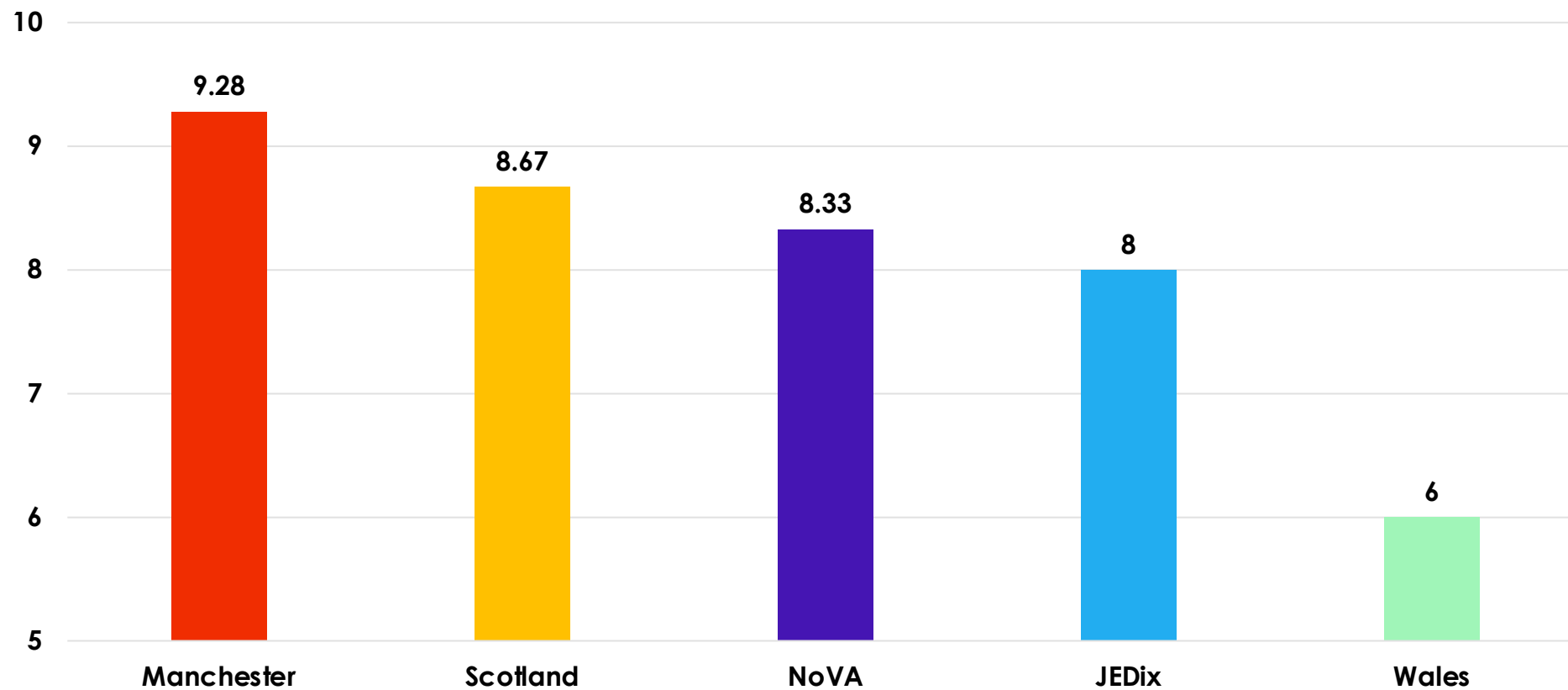
## How satisfied are you with the clarity and effectiveness of LINX's communication?







## Regional LAN Rating





## How LINX Uses Member Feedback

- We use member feedback to help inform decision making
- This varies from new products we launch, through to company Strategy
- Spot trends in the industry and decide how LINX should react
- Find out the pain points of the members – how can LINX help create additional value for the membership?



**Thank You!**