

Association
Engagement
Index 2022

FACT SHEET

ASSOCIATION NAME



insidery

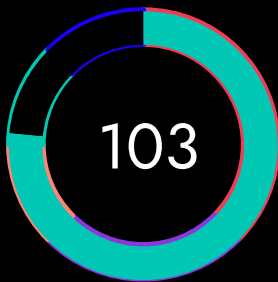
www.insidery.net | hello@insidery.de



mci

Fact Sheet – ASSOCIATION NAME

Engagement Index



- very strong
- strong
- moderate
- weak
- very weak

Engagement Index Rank: X of XX

Net Promoter Score

55

NPS Rank: X of XX

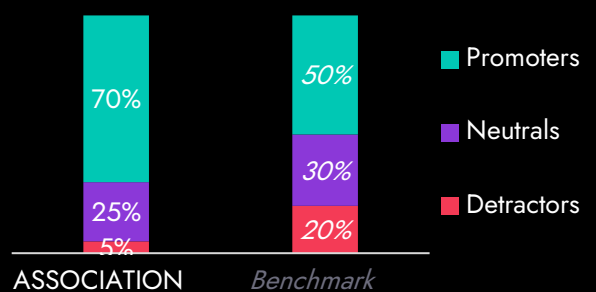
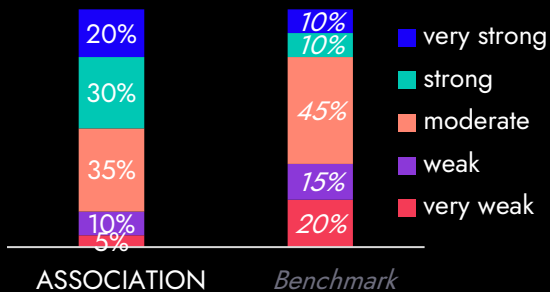
Engagement Index:

95

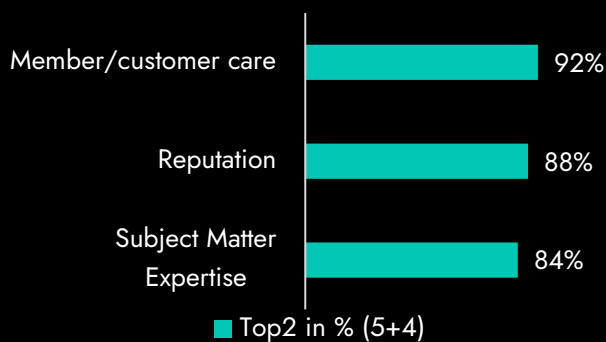
Benchmark

NPS:

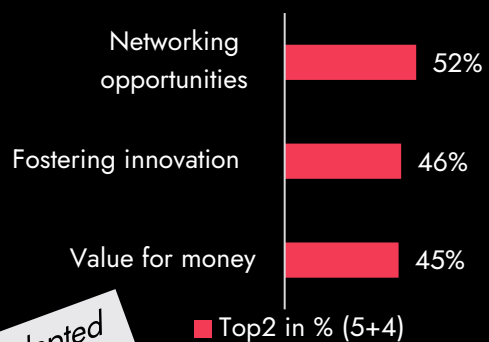
34



Strengths (Top3)



Areas of Optimization (Bottom 3)

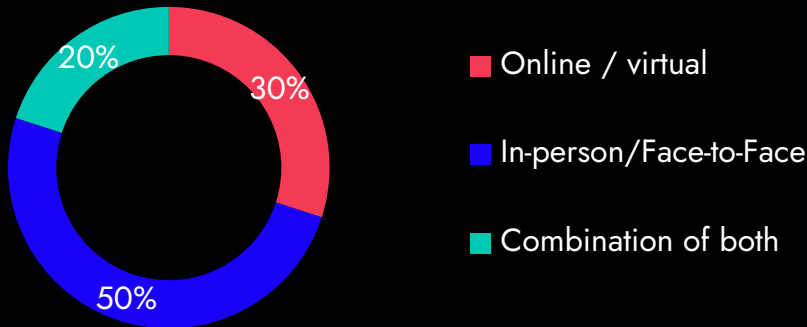


Fictive data | final reports may be slightly adapted

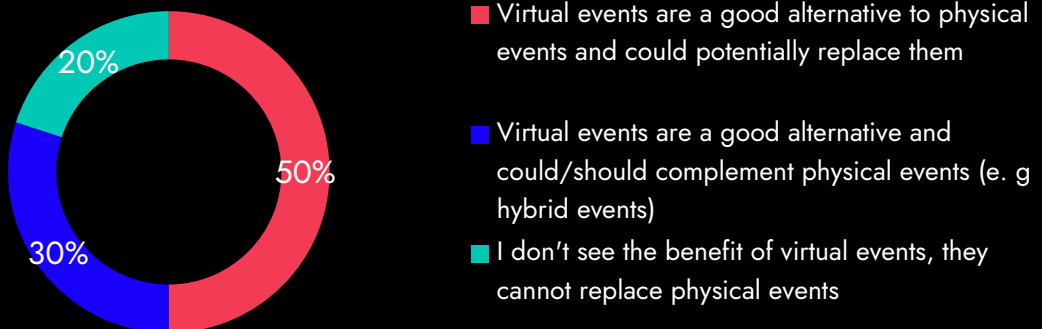


Fact Sheet – ASSOCIATION NAME

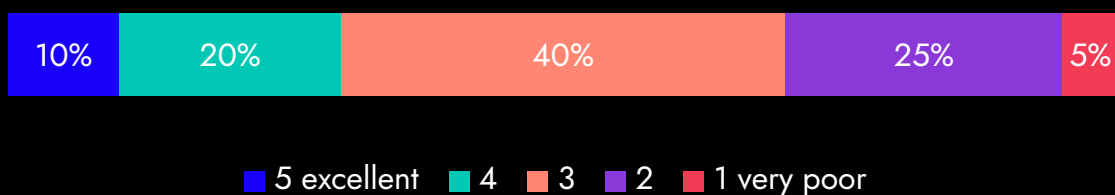
Preferred Means of Engaging with Peers / your Community



Attitude towards Virtual Events



Assessment of Consultation with Community



Fictive data | final reports may be slightly adapted



Basic Facts:

Survey Period: DATE – DATE
Average LOI: x minutes

INDEX Benchmark:
X Professional Associations
X Trade Associations

Sample:

Association:

Members: n=xx
Customers: n=xx

INDEX Benchmark overall:

Members: n=xx
Customers: n=xx

Background information:

Engagement Index

- 3 dimensions: overall performance, benefit & preference
- Ranges from -50 to +150

Net Promoter Score:

- Based on recommendation
- Definition: Detractors: 0-6, Neutrals: 7-8, Promoters: 9-10

Strengths and Areas of Optimization derived from assessment of performance criteria:

- Top 2 Shares in %: Ratings 4 or 5 on the 5-point scale: 5=excellent, 1=very poor
- Display of 3 categories with highest resp. lowest shares of Top2 responses in %

