



“Leveraging our data to understand what keeps our members engaged”

Beverley Friend, Chief Executive Officer



Measuring member engagement is the first step to improvement

Challenge

No analytics to measure member engagement or health

Member engagement not actively measured or managed

The real reasons for member churn not understood, when members churned, there was reactive activity but that is costly and not the best way to use resources

Solution

Data analysis and use of AI identified churn and causes of churn

Member churn risk calculated for every member

Activities identified to improve member engagement and retention



Knowing what keeps members happy means SDA can deliver more value more effectively

The application of AI provided some unexpected insights into the root cause of member churn so SDA can develop retention programs that will succeed