



Chord UK Ltd Credentials Summary

Membership Organisations and Associations

2019



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CHORD UK LTD
CREDENTIALS SUMMARY
MEMBERSHIP ORGANISATIONS & ASSOCIATIONS

1. INTRODUCTION

With a successful track record of more than 18 years, Chord delivers high quality dialogue, data and insight services to clients with ambition.

We specialise in delivering high quality member engagement services for **membership organisations and associations**, using integrated telemarketing, email marketing, member intelligence, research and database building & cleaning services.

Our clients tell us that we are a very friendly team that works very hard in partnership with them to help meet their objectives. We have been lucky enough to learn a few things along the way too from our clients, but also from the 2,800 members and decision-makers to whom we speak each week.

You may recognise one or more of these needs that were the motivation for our existing membership clients to work with us initially:

- **Extra marketing resources** – to help make timely welcome and touchpoint calls to new members
- **Help during busy renewal periods** – to complement your internal team's efforts
- More proactive **personal and frequent engagement** with members, pre-lapsers and lapsed members
- **Help with General Data Protection Regulation (GDPR) and e-Privacy compliance** – by improving the accuracy, depth and compliance of your member, prospect and marketing data.
- **Actionable insight about members / prospective members** – to get higher return on marketing investment, improve targeting and avoid brand damage
- **Increase professional qualification enrolments** and progression – with up to £11 revenue generated for every £1 spent
- **Fast boost to bookings for events and conferences** – with a greater than £10 return for every £1 spent
- **Test a new service/certification** and/or get buy-in from members or prospects
- Test direct marketing to **promote new or under-capacity training courses**

This document seeks to demonstrate that Chord has the capacity, skills and experience to be a member engagement partner of choice. Chord provides services that will help you to achieve cost-effective return on investment, high quality outcomes, deliver exceptional customer service and boost the quality and value of your member, prospect and marketing data.

We can also demonstrate:

- The evidence of **testimonials from membership clients** for our knowledge and experience developed over many campaigns delivering the high quality representation required by membership, professional services and business support clients.
- **Knowledge of members' motivations** gained through more than 400 direct marketing and research campaigns.
- The **relevant skill sets** across the business to deliver highly effective campaigns and deliver professional and personal business conversations with your audiences.

- **Value for money** in delivering membership marketing support, due to the efficiency savings from the campaign management technology we use to support our highly skilled team.

2. CHORD OVERVIEW – SERVICES & CLIENTS

Chord helps its clients to acquire new members, retain existing members, maintain accurate data, optimise member intelligence and maximise your return on marketing investment. Your marketing objectives can be met by Chord delivering **integrated direct marketing** campaigns using multiple channels. Take a look at www.chord-uk.co.uk/services/ to find out more about our services, which include:

DIALOGUE

- **Telemarketing & Email** – Chord’s campaign management system enables us to manage and track your campaign online. We can plan and deliver multiple points of member engagement including welcome and touchpoint calls, sending relevant emails and making telephone calls at the best time to meet your objectives. Using our integrated email delivery system, we can send out email campaigns using an address from your own domain, set up website landing pages, prioritise click-throughs for telephone follow up and provide you with real-time reporting. All within one integrated campaign database held on a secure EU-based server.
- **Appointment-setting** – Only qualified appointments meeting your criteria (budget, authority, need and timing) will be delivered via unscripted and consultative business conversations. This is backed up by our first class appointment administration.
- **Lead Generation & Nurturing** – We understand that lead generation is about quality as much as quantity. Through lead nurturing, we help clients manage longer sales cycles by using telephone and email contact to complement the member’s digital journey. Our team uses actionable insight and real-time information to help deliver the best results.
- **Event Support** – Boost attendance at vital events; deliver phone-based awareness campaigns a few months in advance to last minute registrations and confirmations.

DATA

- **Legal Compliance** – Chord can help support your General Data Protection Regulation (GDPR) and e-Privacy (ePR) compliance in a number of ways. This could include sourcing compliant marketing data, informing individuals about lawful bases for processing, establishing individuals’ marketing preference and securing and evidencing consent (if appropriate) using carefully worded call guides and privacy statements. We can also help to cleanse data and make suppressions including Corporate / Telephone Preference Service (C/TPS) screening.
- **Free Data Audit** – A free, no obligation, data quality audit is available to assess the accuracy, completion and consistency of your current member and prospect data.
- **Sourcing** – Guaranteed high quality GDPR-compliant data list purchase to complement your existing data via carefully selected partners, with whom we work closely to get the best prices.
- **Cleansing** – Maintaining accurate data is a legal requirement (under GDPR and the UK Data Protection Act 2018). With data degrading by up to 30% each year, electronic matching and telephone cleansing and email verification can transform your campaign response and conversion rates. Corporate / Telephone Preference Service (C/TPS) screening will make sure all calls are legally-compliant. De-duplication helps reduce costs and brand damage.
- **Enhancement** – Adding extra fields and data to your existing data can improve your understanding and targeting of your members and prospects.

INSIGHT

- **Member Intelligence** – Adding more depth to your member or prospect data is essential to improve engagement and conversion rates. Using a combination of telephone, email and web-based intelligence-gathering is often the best approach.
- **Research** – Help to gain actionable insight into member needs, intentions and satisfaction, test new products and markets and media effectiveness, using both telephone research and SNAP survey software (online, paper and mobile surveys).
- Chord offers a unique combination of highly talented and life/business-experienced telemarketers supported by data management expertise and passion for what we do - to ensure campaign effectiveness for our clients. This combination enables our callers to have **high quality business conversations** and therefore 'mass customise' not 'mass produce' calls.
- Chord started trading in early 2001 and is **ISO 9001:2015** certified.
- We are currently working towards **ISO 27001** certification, which will be in place in 2019.
- Our broad client and campaign experience means we can offer an alternative perspective and ideas to inject freshness and effectiveness into your campaigns. Chord has worked with numerous **membership organisations and associations** including:
 - Royal Statistical Society (RSS)
 - Royal Society of Chemistry (RSC)
 - Chartered Institution of Building Services Engineers (CIBSE)
 - ICSA: The Governance Institute
 - British Medical Association (BMA)
 - Royal College of Nursing (RCN)
 - Royal College of GPs (RCGP)
 - Royal Yachting Association (RYA)
 - British Veterinary Association (BVA)
 - Foresters Financial
 - General Teaching Council Scotland (GTCS)
 - Association of Optometrists (AOP)
 - The Library & Information Association (CILIP)
 - International Corporate Governance Network (ICGN)
 - British Interactive Media Association (BIMA)
 - Public Relations Consultants Association (PRCA)
- Chord has also delivered successful campaigns for **professional services and business support clients**, including:
 - Department for International Trade (DIT), formerly UKTI – across seven UK regions
 - Wildfowl & Wetlands Trust (WWT) Consulting - specialist wetland consultancy
 - Enterprise Europe Network (EEN) – helping UK businesses grow in Europe
 - Withy King & Stone King - solicitors
 - Docmail – online white mail service
 - BROADSTONE – corporate benefits including pension auto-enrolment
 - Local World – regional news publisher
 - Strategy - strategic planning, marketing and graphic design consultancy
 - ADR Group - mediation and dispute resolution consultancy
 - Amion Consulting - economic development and regeneration consultancy

3. EXECUTIVE SUMMARY - MAJOR STRENGTHS

3.1. Track Record & Professional Experience

- Since 2006, Chord has delivered more than **400 campaigns** including membership marketing, professional services, business improvement, international trade and skills development-related contracts across 9 UK regions, including, gaining considerable breadth and depth of experience. Our team is able to listen and learn faster, saving you valuable time as we are familiar with your audiences.
- Chord has **spoken to more than 91,000 members** while delivering a wide range of renewal, retention and welcome call campaigns for our membership body clients. More than **14,500 members have re-joined** as a direct result of Chord's calling.
- More than **34,000 members** and **100,000 customers** have also been engaged or re-engaged through email subscriptions and permission-based marketing activity.
- Chord has delivered more than **14,000 highly qualified appointments**, demonstrating our ability to deliver quality and quantity, via sector-specific vertical market campaigns and targeting high growth SMEs (Small to Medium-sized Enterprises) as well as blue-chips at board level.
- More than **10,500 telephone survey interviews** with business decision-makers have delivered our professional services and business support clients with actionable customer insight. SNAP survey software enables us to undertake **multi-station telephone and web surveys** and offer computer-assisted telephone interviewing (CATI).
- Our clients' access to new and existing clients has been boosted by **more than 2,700 delegate bookings** for events and workshops through Chord's multi-channel marketing campaigns.

3.2. Value for Money

- Chord understands that budgets are tight. That is why we offer **extremely competitive rates** for the very high quality of our work and our track record.
- Our telemarketers are business and life-skilled which enables them to effectively engage decision-makers in productive, **unscripted 'business conversations'**.
- We use a campaign management system, based on **leading-edge technology**, to maximise the efficiency of integrated email and telemarketing campaign delivery and management, which helps us keep costs down and enables us to offer very effective call management and reporting. All campaign data is stored within the EU.
- Chord's strong relationships with data suppliers and other marketing partners enable us to secure very competitive rates on your behalf to provide strong return on investment for integrated campaigns.
- Chord also places very high importance on building strong relationships with clients to enable us to become a trusted marketing partner and deliver value-added support.

3.3. Capacity & Scalability

- We have the current capacity to deliver more than **450,000 calls per year** which represents just over 11,250 engaged members per month (c.135, 000 annually). Chord can therefore deliver quantity as well as quality.
- We have **22 telemarketing agent seats**, dedicated account management and data quality / administration, so we can offer a great deal of flexibility. These can be scaled up if required at short notice and we have a campaign staff database to call on to resource these seats with skilled and experienced staff, working on-site or remotely.
- Your requirements may change. We understand this and will offer you the flexibility required. We can start and stop campaigns at short notice and we can also increase or decrease required outcomes depending on your changing requirements.

3.4. Optimising Data and Data Usage

- Effective data preparation and management is vital to any telemarketing campaign and is an area of strength for Chord, as we can select and prioritise calls and assign calls to any member of our team, using any data variable within the campaign database.
- As well as offering clients **free data quality audits** and **reduced costs for purchasing GDPR-compliant marketing data** and data enhancement, we can also offer **deduplication** for up to 25 databases simultaneously, low cost **TPS and CTPS screening**, data cleansing and prioritisation.
- Chord offers you the capacity and expertise to prepare and handle data to support effective multi-channel marketing in a legally-compliant way, thereby ensuring that data usage is optimised, members do not receive multiple calls or calls too frequently, potential brand damage is minimised and that we maximise outcomes and high quality data capture.

3.5. Quality Assurance Procedures & Systems

- Chord is an accredited **MemberWise Recognised Supplier** www.memberwise.org.uk.
- We also hold **ISO 9001:2015** certification and are currently working towards **ISO 27001** certification, which we aim to attain during 2019.
- Chord will ensure that a GDPR-compliant data processing agreement is in place before we process campaign data on your behalf.
- We quality assure our work through the development of a **comprehensive campaign brief** which clearly documents how GDPR/e-Privacy requirements will be fulfilled, sophisticated data preparation, built-in validation checks, in-progress checks via exception reporting and comprehensive batch checks on completion of calls. Data entry is quality assured via selecting telemarketers who have good literacy skills, effective induction and ongoing training, building in validation (including picklists and logic checks) and batch checks (including spelling, formatting, address management and deduplication).
- **Call recording is available on request** for training and development and establishing facts.

3.6. Keeping Your Personal Data Secure

- Chord uses secure **file sharing** that encrypts data in transit. A secure FTP protocol (SFTP), via a secure FTP client application sends files over secure shell (SSH), providing a high level of protection for file transfers. This means that when we share personal data for members or prospects, nobody can read the data. SFTP implements AES, Triple DES, and other algorithms to encrypt data that flows between systems. It also offers several ways to authenticate a connection—with a user ID and password, SSH key, or a combination of a password and SSH key, for organisations that require strong authentication.
- Using SFTP for file transfers helps Chord to help you comply with GDPR and also PCI DSS, HIPAA requirements.
- All **campaign data** that we manage on your behalf is held on secure **servers within the EU** and we ensure that Chord adheres to all current UK/EU data protection legislation.

3.7. CRM Administration Experience

- Chord can offer an experienced team that has a track record of high quality data capture and knowledge of working with many proprietary CRM applications. This can be demonstrated by several of our clients allowing our staff direct access to their member, client and prospect data and CRM applications and Outlook Web Access for diary management. Our clients have Integra, SodalitaS, iMIS, thankQ, MS Dynamics CRM for Membership, as well as SalesLogix, Pivotal, Captavia and several others.

4. PROFESSIONAL EXPERIENCE & KNOWLEDGE

Chord has a wide range of experience delivering campaigns to numerous clients in the membership and professional sectors. Take a look at our case studies page on the Chord website to find out more - www.chord-uk.co.uk/news/case-studies/

The following links take you to specific case studies on the Chord website, which outline the objectives, approach and results achieved for each campaign.

4.1. Membership Organisations & Associations

[RCN - Welcome & Engagement Calls](#)

[Foresters Financial - Welcome Calls](#)

[RSS - Lapsed Member Research](#)

[RSC - Unpaid Member Renewal Campaign](#)

[RCGP - Retention, lapsed Member & Welcome Calls](#)

[RCGP - Mystery Shopper](#)

[AOP - Transforming Data Quality & Member Intelligence](#)

[BVA - Group Membership Recruitment](#)

[BMA - Member Retention & Acquisition](#)

[ACT - Boosting Permission Based Marketing](#)

[GTC Scotland - Teacher Research](#)

4.2. Professional Business Services

[Withy King Solicitors - Driving New Business](#)

[Docmail - Service Demonstration Appointments](#)

[UKTI - Helping Boost International Trade](#)

[WWT Consulting - New Business Appointments](#)

[Local World - Delivering Digital Seminar Bookings](#)

[Discovery Graduates - Qualified Sales Appointments](#)

[The Consortium - Selling to Schools](#)