

# OPEN-LINE

Member Experience Improvement Tool™



Overview for YMCAs



Version 3.0.1  
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# You're Tasked With...

Building a memorable member experience ...  
one that builds loyalty, renewals, and positive  
word-of-mouth referrals for your YMCA and its  
various programs.



# But You're Faced With ...

How do I find my members' unreported problems ... while I still have a chance to do something about them?

How do I make sure those problems are solved to each member's satisfaction?

How do I stay in front of my members in an unimposing and helpful way?

How do I collect and effectively use positive feedback and suggestions from my members?

How do I monitor – never mind improve – the experiences my members have with my YMCA?

How do I do all this effectively – given limited resources – for all my members?

# And You Know...

*It can cost much more to replace a member than to keep that member satisfied . . . perhaps five times as much or more.*

*One dissatisfied member can discourage many prospective, as well as current, members . . . perhaps hundreds on social media sites.*



# OPEN-LINE Is Here to Help!

- OPEN-LINE is a cost-effective, easy-to-use online tool that provides efficient and effective two-way communication between your YMCA and your members.
- OPEN-LINE gives you a window into your members' experiences with your Y, with the tools to manage their feedback and strengthen your relationships with them.
- OPEN-LINE shows your members that you care about and value them.
- OPEN-LINE supports your social media presence ... OPEN-LINE finds the problems for you to solve and the resulting improvement in satisfaction is reflected on your social media sites.
- Based on a patented concept,<sup>1</sup> OPEN-LINE uses simple yet sophisticated behavioral theories to monitor and improve the experiences your members have with your YMCA.

# What Will Your Members See?

The Check-in Email (Delivers the URL Link to the OPEN-LINE Website)

From: [Your YMCA]  
To: customer@acme.com  
Cc:  
Subject: **OPEN-LINE Check-in from [Your YMCA]**

Dear First Name,

Greetings from all of us at Your YMCA!

We want to make sure you had -- and continue to have -- a great experience with our facilities and/or the programs and services we provide to you or your family.

Was everything to your satisfaction? Please [click here](#) to let us know about any problems you may be experiencing. Or, if you wish, let us hear your questions, suggestions, or compliments. It only takes a minute ... and we're listening!

If you do not visit this link we will assume you are satisfied at this time. (Feel free to use this link at any time to let us know what we're doing wrong ... or right.)

We appreciate your business and look forward to helping you achieve your personal success!

All the best,

Your YMCA

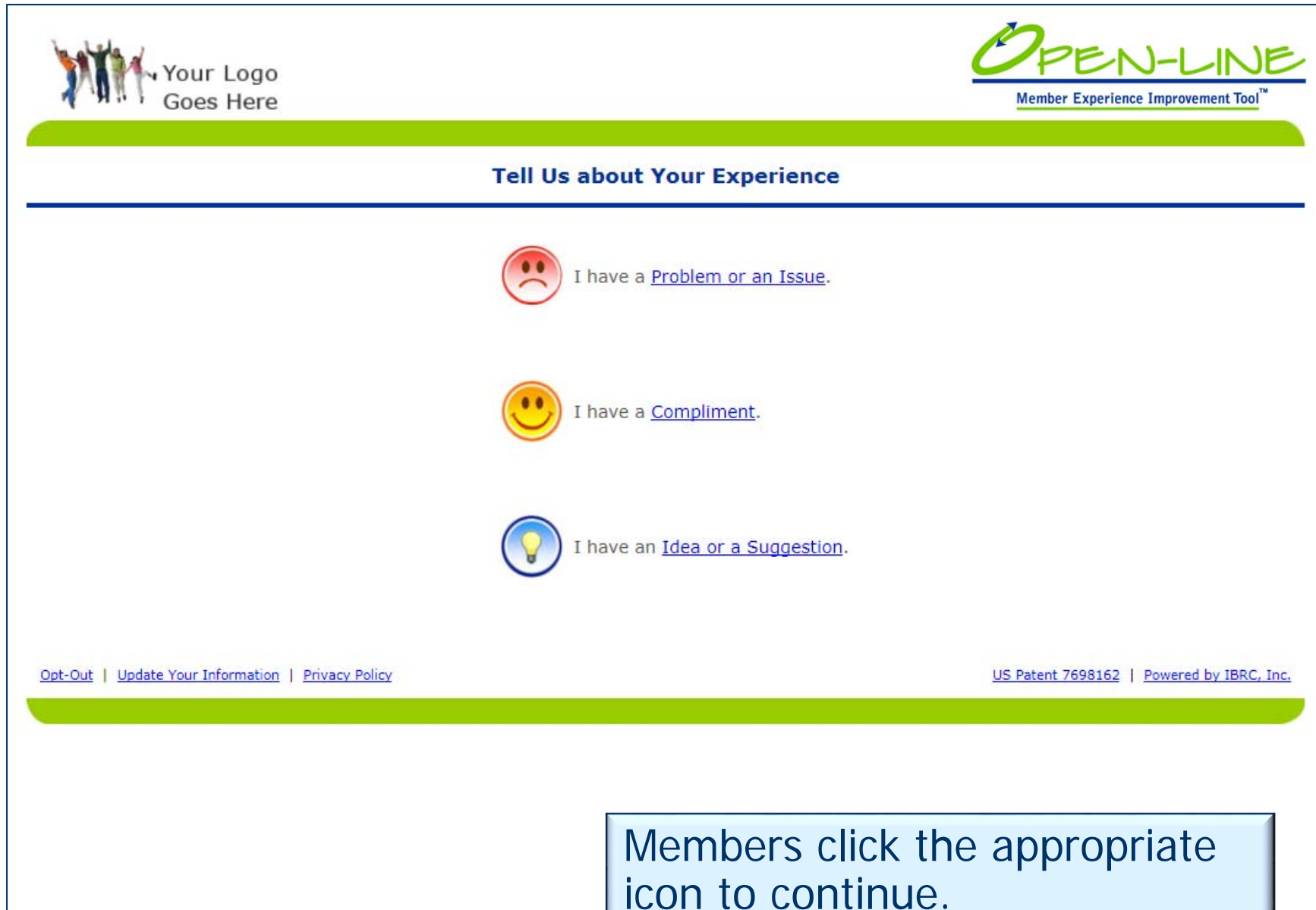
We use these email check-ins as a communication tool. By clicking on the link above and using the Opt-Out feature, you can control how we use your information.

The process starts when OPEN-LINE sends email check-ins to your members looking for problems and issues (or compliments, suggestions, or ideas).

Members simply click the link embedded in the check-in email to access OPEN-LINE.

# What Will Your Members See?

The Icon Page (First Web Page after the Link is Clicked)



The screenshot shows a web page layout for the OPEN-LINE Member Experience Improvement Tool. At the top left, there is a placeholder for a logo with the text "Your Logo Goes Here" and an illustration of five people. At the top right is the OPEN-LINE logo with the tagline "Member Experience Improvement Tool™". A green horizontal bar is positioned below the header. The main heading is "Tell Us about Your Experience". Below this, there are three options, each with an icon and a text label:

- A sad face icon with the text "I have a [Problem or an Issue](#)."
- A happy face icon with the text "I have a [Compliment](#)."
- A lightbulb icon with the text "I have an [Idea or a Suggestion](#)."

At the bottom left, there are links for "Opt-Out", "Update Your Information", and "Privacy Policy". At the bottom right, there is text indicating "US Patent 7698162 | Powered by IBRC, Inc.". A green horizontal bar is at the very bottom of the page.

Members click the appropriate icon to continue.



# What Will Your Members See?

## The Ticket-entry Web Page with Customized Drop-down Categories

The screenshot shows a web form for member feedback. At the top left, there is a placeholder for a logo with the text "Your Logo Goes Here". At the top right, the logo for "OPEN-L" is displayed with the tagline "Member Experience Improvement". A green horizontal bar spans the width of the page below the logo area. In the center of this bar is a yellow smiley face icon.

The form is divided into two main sections:

- Please Verify Your Contact Information:** This section includes fields for "First Name Last Name", "Email" (with the placeholder "ydemo@ibrc.com"), and "Phone".
- Please Provide Some Details:** This section includes two drop-down menus. The first is labeled "Your Experience with:" and the second is "About That Experience:". A red arrow points to the second drop-down menu, indicating it is a required field. A callout box on the right lists customized categories for this field: Aquatics, Camps, Childcare, Classes, Equipment, Facility, Membership, Overall, Parent/Child/Family, Programs, Special Events, Sports, and Other.

Below these sections is a large text area for feedback, labeled "Please Tell Us What's On Your Mind:". A "Submit" button is located below the text area.

At the bottom left, there are links for "Opt-Out", "Update Your Information", and "Privacy Policy". At the bottom right, the text "C, Inc." is partially visible.

Two callout boxes on the right side of the form provide customized categories for the drop-down menus:

- The first callout box lists: Aquatics, Camps, Childcare, Classes, Equipment, Facility, Membership, Overall, Parent/Child/Family, Programs, Special Events, Sports, Other.
- The second callout box lists: Atmosphere, Billing, Cleanliness, Quality, Safety, Schedule, Staff, Other.

Members enter their feedback in their own words (you determine what, if any, additional information you also want them to provide).



# What Will Your Members See?

## The Thank You Page (After a Ticket is Submitted)

Your Logo Goes Here

**OPEN-LINE**  
Member Experience Improvement Tool™

**Thank You**

Thank you very much for taking the time to share your feedback with  
You will be receiving an email confirmation from OPEN-LINE shortly

Thank you for your suggestion and feedback!  
You will be receiving an email confirmation from OPEN-LINE shortly.

Thank you for taking time to express your concerns.  
You will be receiving an email confirmation from OPEN-LINE shortly and we will begin on this issue.

OPEN-LINE follows up with a “thank you” and a confirmation e-mail.  
The entire process takes only a few minutes to complete.

# How Does It Look and Work for You?

## The Console Tickets Page

Your Logo Goes Here

OPEN-LINE  
Member Experience Improvement Tool™

Welcome Your YMCA (yymca) | Help & Information | Logout

Tickets Accounts Customers Reports Preferences Support

Ticket Summary View

Show / Hide Advanced Search Options

Click the Ticket ID number to view detail or update

Type	Ticket ID	Created ^	Status	Customer Emailed	Your Experience With	About That Experience	Customer Name	Issue	Problem Solver
C	19450	1-13-14 2:28 PM	Acknowledged		Facility	Staff	Carol Becker	I would just like to thank the staff at the front desk. They always are welcoming to me and my family. That is a really nice way to enter the Y!	Your YMCA
P	19449	1-13-14 2:27 PM	Solved	1-13-14 2:53 PM	Equipment	Quality	Cecelia Zwicker	On some of the equipment in the free weight area, the pads on the benches have tears in them. Some of those pads were replaced about a year ago and I believe these pads are of poor quality. It would be greatly appreciated if these pads were replaced.	Your YMCA
S	19448	1-13-14 2:26 PM	Acknowledged		Facility	Cleanliness	Teryn Jarvis	The ladies locker room always seems to be out of paper towels. Can you keep some extra towels on the counter?	Your YMCA
C	19447	1-13-14 2:26 PM	Acknowledged					As always, my son had a wonderful experience	
C	19446	1-13-14 2:25 PM	Acknowledged						

**OPEN-LINE provides a macro view of your members' experiences ...**

The OPEN-LINE console lets you view all feedback (organized as "tickets") submitted by members. You watch in real-time as the feedback comes in and is handled by you or by whomever you designate.

# How Does It Look and Work for You?

## The Console Ticket Update Page

**OPEN-LINE**  
Member Experience Improvement Tool™

Welcome Test Demo (tdemo) | Help & Information | Logout

**Tickets** Accounts Customers Reports Preferences Support Tracking

Ticket Update History Memo Resolution

Name	Email	Phone	Company	Ticket #	Ticket Type	Created Date
Timothy Smith	openlinedemo@openline.ibrc.com			2778	Compliment	01-17-2014 12:50 PM

**Status:** In Progress

**Due Date:**

**Assigned To:** Test Demo

Notify Problem Solver of Ticket Assignment:

Show/Hide Drop Down Categories:

Enter Update Text:

Email this Update to the Ticket Submitter

**Update & Save**

**Most Recent Customer Text**

I really like your redesigned lobby. Having free wireless internet service is great!

**Modified Date:** 01-21-2014 9:34 AM

**Ticket History Listed Below**

History Sort Order:

Oldest on Top  Newest on Top **Set**

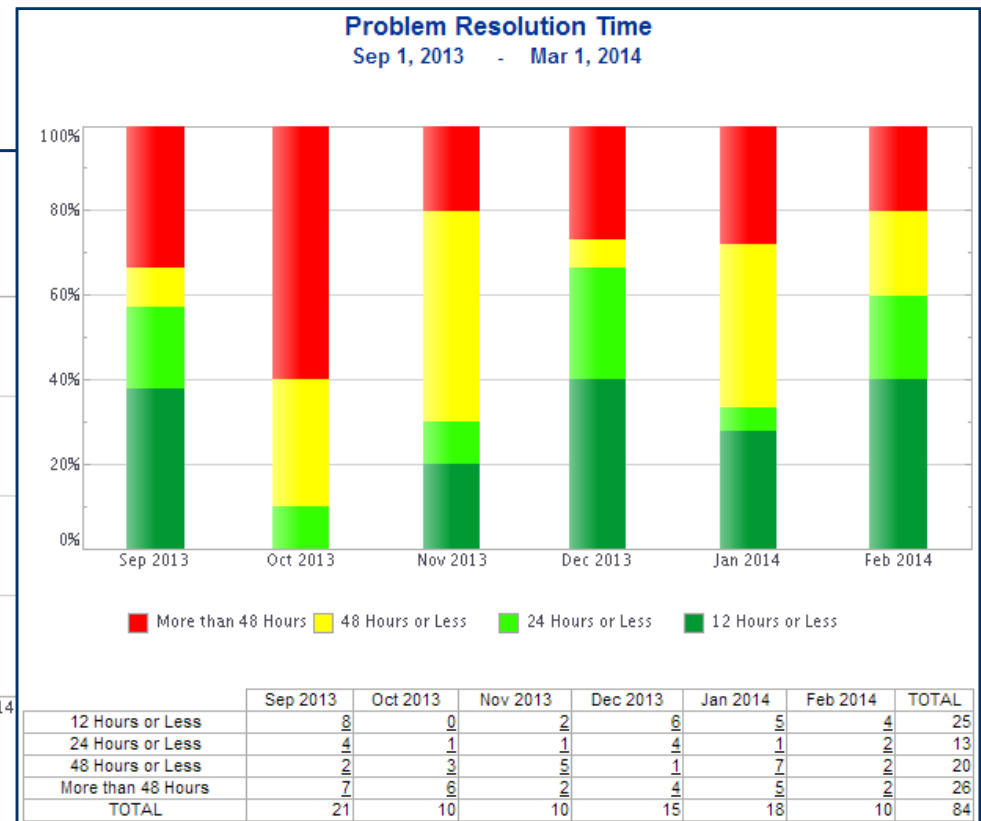
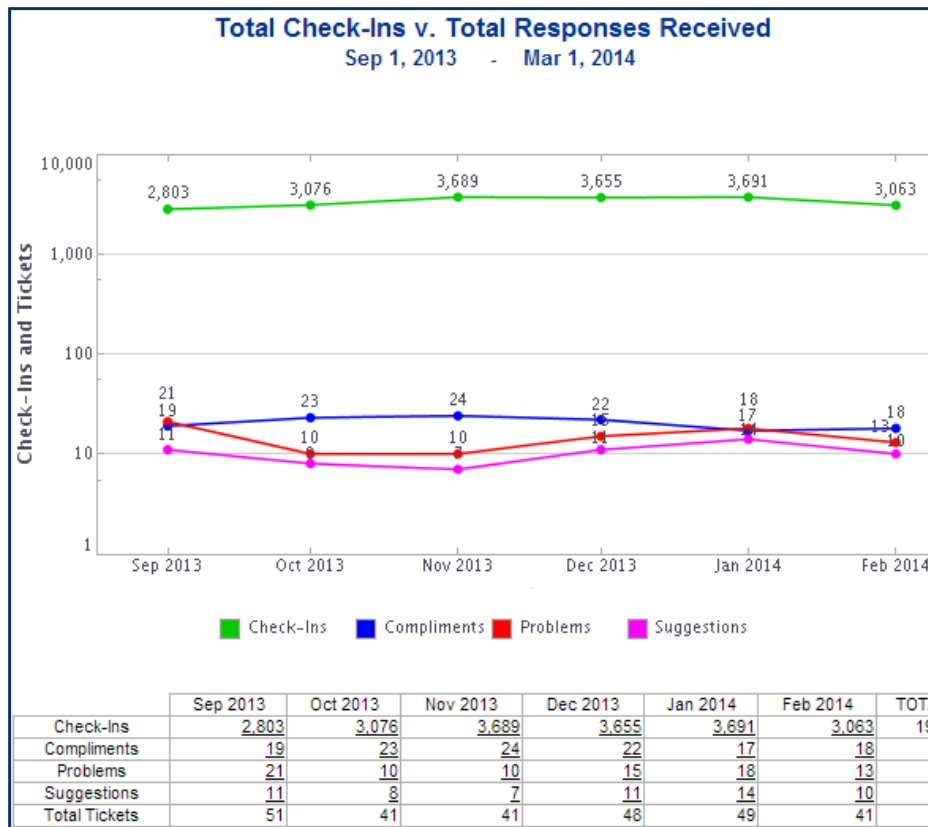
... as well as a micro tool.

The console provides access to the details of each submission, tracking status and member experience on a one-by-one basis.

# Analytical Tools Are at Your Fingertips

OPEN-LINE reporting lets you assess the member experience within – or across all – your members and member groups, with:

- A library of real-time, on-line reports featuring full, drill-down functionality
- Ad hoc report capabilities
- Data export options



# How Effective Is OPEN-LINE?

A benchmarking study conducted at a YMCA between April, 2010, and January, 2011, revealed that OPEN-LINE significantly and positively impacts members' service ratings, likelihood to repeat, and likelihood to recommend in a cost-efficient manner.

+10%



## Likelihood to Renew

The percentage of members selecting the highest rating (Definitely Would) was 9.6 percentage points higher for OPEN-LINE users as compared to non-users.

+9%



## Service Rating

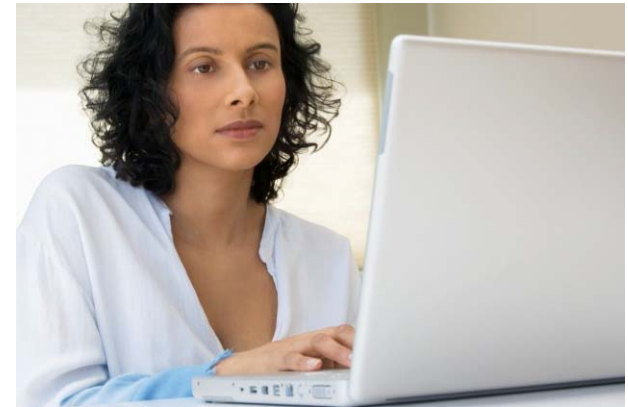
The percentage of members selecting the highest rating (Excellent) was 8.9 percentage points higher for OPEN-LINE users as compared to non-users.

+5%



## Likelihood to Recommend

The percentage of members selecting the highest rating (Extremely Likely) was 4.6 percentage points higher for OPEN-LINE users as compared to non-users.



# OPEN-LINE Fits Your Budget!

Although OPEN-LINE incorporates leading-edge technologies, is customizable to your YMCA's requirements, and represents significant value ... it is refreshingly affordable.

OPEN-LINE is priced on an annual subscription basis, with modest, one-time set-up fees, if applicable. The cost for OPEN-LINE depends on the configuration you choose for your YMCA and its various departments.

Factors that impact cost include:

- The number of members you put on OPEN-LINE
- The number of staff you want to have access to it
- The features and functionality you choose

**All YMCAs enjoy a 40% discount.**

Subscriptions can be **less than \$1 per member for an entire year.**



# Two Plan Options to Fit Your Needs

OPEN-LINE offers two configuration options for YMCAs:

- ✓ **OPEN-LINE *Connect!***™ has been designed specifically with the smaller organization in mind, providing lower costs by limiting the number of features available and limiting the number of email addresses allowed to no more than 3,000.
- ✓ **OPEN-LINE *Essential!***™ provides more features and the opportunity to reach a greater number of members with more personalization, more reporting, more workflows, and more flexibility.

We will work with you to determine which option makes the best sense for your YMCA.



# Pricing Examples

## Example A: *Connect!* Configuration

Number of Members (Email Addresses)	1,501 to 3,000
Number of Member Groups	1
Number of Registered Console Users	3

### Costs

One-time Set-up & Training Fees	\$0
YMCA 40% Discount	-\$750
<b>Annual YMCA Subscription Fee</b>	<b>\$1,125</b>

## Example B: *Essential* Configuration

Number of Members (Email Addresses)	3,001 to 6,000
Number of Member Groups	1
Number of Registered Console Users	3

### Costs

One-time Set-up & Training Fees	\$750 Waived
YMCA 40% Discount	-\$2,040
<b>Annual YMCA Subscription Fee</b>	<b>\$3,060</b>

### Some of the Additional Features with *Essential*

- Route Tickets to a Particular Console User
- Reassign Tickets to Another Console User
- HTML Check-In Template
- Expanded Reporting Library
- Ability to Have Different Color Bars on Web Pages
- Self-Registration Link for Your Website

*(Reference the "Plan Options and Pricing" hand out for more details.)*

# Who Uses OPEN-LINE?

**Check our references to be sure!**

**SE Ventura County YMCA**  
Rick Politte, CEO

- Membership
- Summer Camps
- Child Care
- All Programs
- Employees
- Annual Campaign

**YMCA of Western Monmouth County**  
Cynthia Joy, CEO  
Jodi Pelano, VP of Programs

- Membership
- Summer Camps

**YMCA of Frederick County**  
Tim Dunn, Exec Dir Facilities/IT

- Membership
- Before & After School Care
- Sports



**YMCA of Greater Indianapolis**  
Chris Butler, Sr. VP of Operations  
Kendee Kolp, Sr. VP of Operations  
Heather Perkins, Exec Director

- Summer Camps
- Before & After School Care
- Sports
- Aquatics

**Kishwaukee Family YMCA**  
Rob Wilkinson, CEO  
Katrina Luetkebuenger, Asst Exec Director

- Summer Camps
- Sports
- Aquatics

**YMCA Regina (Saskatchewan)**  
Randy Klassen, CEO

- Membership
- Employees

# To Learn More About

Call or email me and let's discuss your YMCA's particular needs and how OPEN-LINE can help you build stronger relationships with your members.

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