



POWERTRAK MEMBERSHIP MANAGEMENT

SOLUTIONS FOR THE ASSOCIATION MANAGEMENT INDUSTRY

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Powertrak™ Membership Management

Members need clear communication, exemplary customer service, and an understanding of your mission along with the benefits of participating in your community.

Also, you need to stay on top of revenue and grow your membership base to make sure that you deliver more value and stay on course. Maintaining services and growing your base are increasingly more difficult and expensive tasks.

Powertrak manages renewals, helps you upsell new services and tracks dues, grants, donations and other revenue sources. Membership management tracks unlimited membership programs, levels and offerings. You can also see who your members are and target marketing efforts at the right segments. Billing functions include email, paper and web-based payment methods, with optional interfaces to credit card handling and other back-office cash management systems to keep costs down and revenue up.

Accessible from your web browser, this module provides an integrated revenue generation system. You can manage unlimited membership programs, track unlimited member profile facts, with flexible dues, donations and other funding attributes all handled in one place.

Membership Renewals easily queue up solicitations, expirations and all communications needed to keep cash flowing. For further revenue generation, use the optional Advanced Marketing module to find and build segments and lists. You can even use RFM scoring and build your own targeted segments using all factors of billing history, product interests or any other fact in the system.

With Powertrak, you can focus the right offering to your members. Powertrak portal modules and optional credit-card handling can simplify membership communication and keep dues handling simple. Add on integrated Microsoft Business Solutions financial packages to provide complete financial and revenue management for your organization to streamline all of your systems.

SUMMARY

Unlimited Member Profiles and History
Track every member detail, account history and participation in your key programs.

Built on Microsoft Dynamics CRM
Expand on top of the safe, powerful Microsoft system.

Configurable Dues and Payment Policies
Powertrak supports definable dues attributes, with payment policies, terms, billing methods and more.

Renewals Management
Renewals handle communication, provide expiration notification and work with marketing for upsell.

Full Marketing and Segmentation Tools
Match your programs to targeted segments with RFM scoring and work with easy-to-use query and list generation tools to drive campaigns.

Integrate to Back-Office Systems
Integrate with cash management and financial packages to handle receivables and keep all reporting systems up-to-date.

Communicate and Report Easily
Keeping all parties up-to-speed is easy with one stop access and progress tracking from any web browser from anywhere, anytime including specific portal pages.



Product Details

Definable Memberships

- Provide the right products and services to grow your organization, directly and over the web.
- Powertrak provides a complete, multi-membership tracking system to keep participation high.
- The system helps make sure that you provide an attractive range of membership offerings, helps you reach your revenue goals and communicate clearly with your members!

Full Member Profile Status and Level

- Powertrak shows you what membership status is, who your members are, what their interests are and what segments they match up with.
- You can also see what revenue is coming in from renewals and track the traction of new member offerings.
- You can manage revenue and know when to take corrective action.

Dues Policies and Profiles

- Easily set up dues policies with flexible payment terms, proration, allocations and other factors to offer your members the right programs.

Streamline your Services

- Lower your costs and improve service through the use of email, web form and direct mail interaction.
- For both staff and outside users, Powertrak gives you a simple, efficient interaction system to handle every communication.

Built on Microsoft Dynamics CRM

- Microsoft Dynamics CRM provides a safe path for scalability, integration, and business value based on Microsoft .Net and Web Services architecture.
- Powertrak is built in the same tools and shares the same data.

Use the Web

- Save time and money using Email to drive members to the web, where payments, communications, events and account history are available 24x7 to keep your costs down.

Target Marketing

- Use the integrated Powertrak scoring, segmentation, queries and Advanced Marketing modules to drive revenue and provide tailored services to your members.

Maximize Renewals

- Get a jump on renewals, with easy reminders, pre-bills and rich solicitations.
- Drive members to the web for optional on-line payment.
- Renewals feed directly to the billing generation functions to make sure that no one falls through the cracks.

A Complete Association Solution

- Add Powertrak modules for Event Management, Membership, Legislation, Donor Management, Certification, Time and Billing and third-party tools like recurring billing and Microsoft Great Plains Financials to round out a complete one-stop solution.