

Creating client communities

The APS, world's leading body for sales professionals

The Challenge

- As one of the world's leading membership associations for sales professionals the APS needed to offer their users a world class Customer Experience that meant they consumed and engaged with powerful sales content.
- Creating an easy to use, easy to access and easy manage community for 1,000+ sales professionals split into different membership categories.

"Client Share has helped us build, develop and grow effective communities across different groups. It means we have one place that our customers can go to in order to easily find and access the latest information, anytime, anywhere and in any format."

Andrew Hough
CEO, The APS

The Solution

- Different Client Shares created for differing levels of APS membership.
- Ability for the APS to share all their content from video recordings of events to thought leadership and member only data in one secure place.
- Reporting across Client Shares to give member companies visibility on who is engaged in what content.



The Results

- APS Community now managed via one central place, Client Share.
- All APS members are now either invited or are on Client Share giving the APS the ability to interrogate what content resonates, who are their biggest supporters and conversely which of their user base are least engaged allowing them to address an issues.