

ReturnMe™ Success Stories

“When it comes to driving a successful membership program, two key questions come immediately to mind. Potential members are always asking themselves... Why do I need to affiliate (or remain affiliated) and what are the benefits of doing so? ReturnMe offered our members solid answers to both of these questions.”



Baijul Shukla, MBA
Manager, Marketing
and Membership
Development



ONTARIO
SOCIETY
OF PROFESSIONAL
ENGINEERS

As the Ontario Society of Professional Engineers' Manager of Membership and Marketing, Baijul Shukla was faced with finding a cost effective way to add value to existing member benefits, while simultaneously ensuring OSPE is continually attracting new members as well.

When asked to clarify the task he was facing, Mr. Shukla went on to explain, "The

driving force behind the Society is its members and their ability to shape who we are as an organization.

This can be accomplished by having them communicate with us on an on-going basis by sharing their ideas, comments and concerns on the issues that are important to them."

Enjoy free Global Recovery Protection for your keys and mobile device

Courtesy of
ONTARIO SOCIETY OF PROFESSIONAL ENGINEERS

Thank you for supporting the
Ontario Society of Professional Engineers.

We are the voice of Ontario's engineers, supporting, representing
and advancing their interests and promoting engineering excellence for the benefit of the public.

Membership has its benefits. For more information, visit ospe.on.ca

PROTECTION WORKS

3. Relax!
If you lose your item, finders are motivated to contact ReturnMe 24/7. We then reward the finder after we return your lost item back to you from anywhere in the world - absolutely FREE!

ReturnMe For Reward
1-800-831-0717
www.ReturnMe
ID#: ABC123

80% of items protected by ReturnMe
Get returned!

Me/OSPE
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ALWAYS REGISTER YOUR TAGS OR THE SERVICE WON'T WORK!



Having used ReturnMe's Global item Recovery Services to protect members and enhance the overall member benefits at a previous organization he had worked for, Baijul immediately saw how ReturnMe would be able to meet the needs of OSPE. Offering OSPE members "Branded ReturnMe Recovery Tags" immediately provided them with a new and direct benefit for being a member. OSPE decided to optimize the offering to its members and decided to offer both a ReturnMe Key Recovery Tag, as well as a Mobile Tag. With members carrying both their key and mobile devices with them wherever they go, they saw an added value to get the OSPE brand onto both of these items.

"Every organization or association says it cares about the well-being of their members, so we wanted to reinforce that by providing them with a Complimentary Gift of Life-time Recovery Protection for their mobile devices."

The added bonus was each ReturnMe OSPE recovery tag came branded with the OSPE logo and acted as a visible reminder of the value they deliver to their members. "It was great to see that we had a 24/7 way of

— Happy OSPE Member —
Saves Over \$600 in Replacement Key Costs

Membership Gift of Key Recovery Service worked and his keys were returned to him free of charge!

branding ourselves to our members and constantly having that fixed messaging and affiliation in place with them - right on their mobile device."

Beyond adding value to the overall membership package, offering ReturnMe tags provided OSPE with one more way to offer clients a chance to communicate with them and drive home the reminder that being a member means having a voice. Mr. Shukla went on to explain, "We loved that following the 30-second online activation of the ReturnMe recovery tags, our members were being surveyed with a few quick multiple choice questions. This gave us a chance to easily collect direct member feedback and to better understand how we can continuously improve our offerings in the specific areas our members are most interested in."

With approximately 15,000 active members heading into 2016, OSPE and its members will continue to benefit by offering of ReturnMe tags. "It just goes to show that if you deliver a mutually beneficial partnership to your members, not only will they stay with you, but they will actually work with you to create a better solution – it's the perfect example of a WIN-WIN partnership, as is our relationship with ReturnMe."



For more information about Return.Me's Global Recovery Service
www.Return.Me/page/b2b