

Successful Launch

Prospect was won through a tender process on 1 March 2018.

BECTU was a client of Parliament Hill for a long time and merged with Prospect in 2018. The Prospect branded scheme was officially launched in June 2018.

We needed to ensure that all members were receiving the best possible offers from the start to ensure high levels of engagement.



Going the extra mile



Parliament Hill had a stand/display at the Prospect National Conference (June 2018). This was a great face to face PR opportunity to meet and speak with members. We had screens to display the website and all its functionality, giveaways from providers to promote a few of the benefits available.

Parliament Hill supported Prospect by helping them create a in-depth summary of the scheme to present to staff in the communications, membership and marketing teams. This included:

- Providing a rundown of how the scheme is being run.
- Setting expectations and standards from both Parliament Hill and Prospect.
- Enabling Prospect staff to become familiar with the offers and how to use them.



Through engaging with the major stakeholders within Prospect, we were able to get collective buy-in with staff from the very beginning. This knowledge enabled them to truly understand the value of the scheme to members, as well as the products available including Income protection, cinema tickets, travel insurance etc.



There was an 8 month gap between confirming Prospect as a client and the first direct email to members. This email also included those members who had once been part of BECTU. New members were already used to receiving direct communications from a previous benefits provider.

By supplying suggested marketing schedules and themes, we were able to save time for Prospect's marketing and communications team. In October 2018 the first direct email was sent.

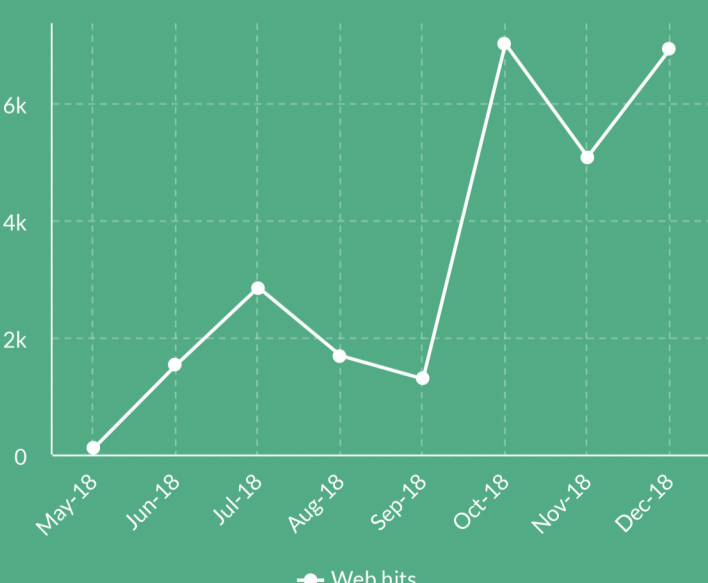


Impact of launch campaign

The 2018 monthly sessions for Q2 averaged 1,436. This was a time when no marketing was being sent.

The 2018 monthly sessions for Q3 averaged 5,698 At this time, monthly marketing began at the start of the third quarter. This showed an increased activity following marketing by 296% and the average difference of 4,262 sessions per quarter.

Monthly Visits



Month	Web visits
May-18	107
Jun-18	1,531
Jul-18	2,860
Aug-18	1,692
Sep-18	1,295
Oct-18	7,028
Nov-18	5,093
Dec-18	6,939
Total visits	26,545

Want to learn more about how we can help you?

To find out how a benefit scheme could help improve engagement for your membership organisation, please give us a call on 0207 710 9494.