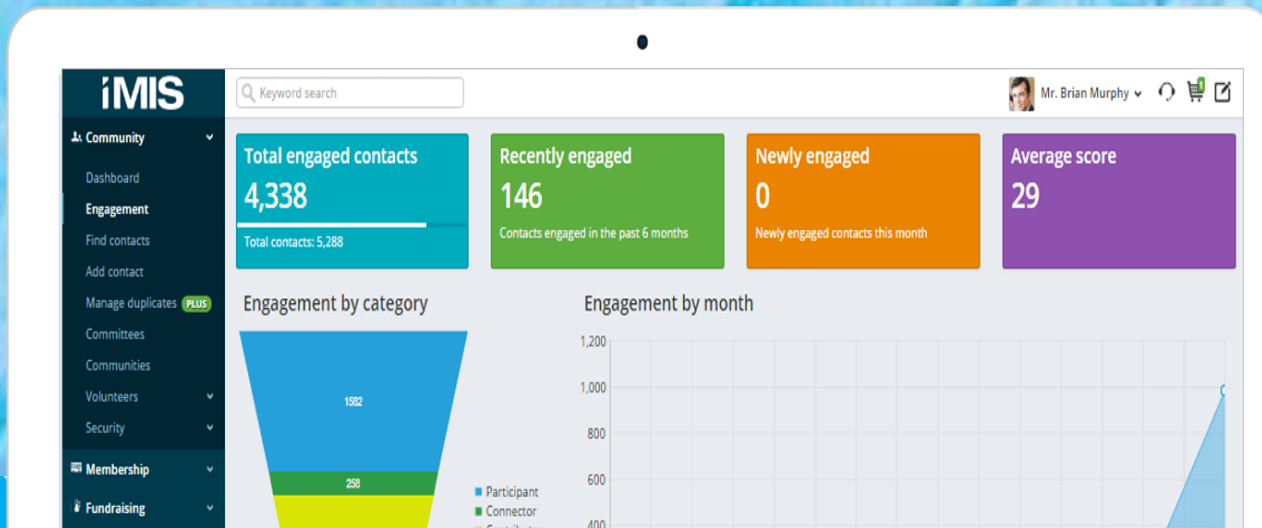


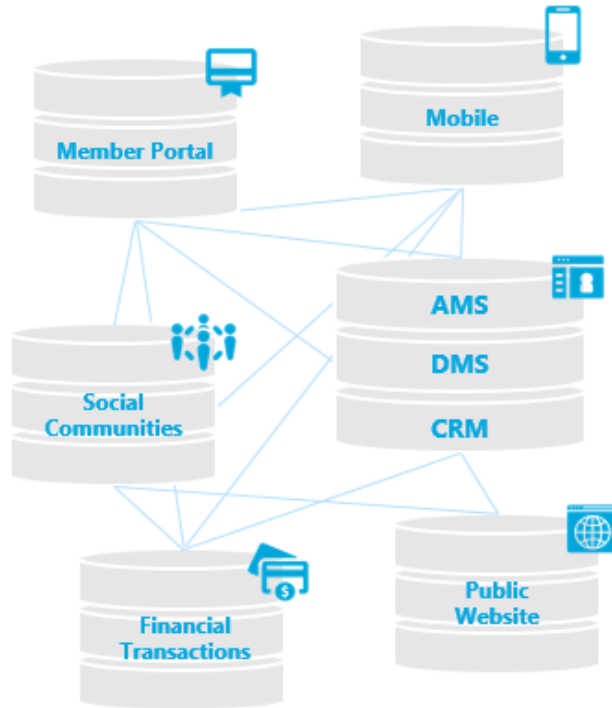
## 360 Degree View of Member Engagement

Martin Angelin - ASI



# Data Aggregation

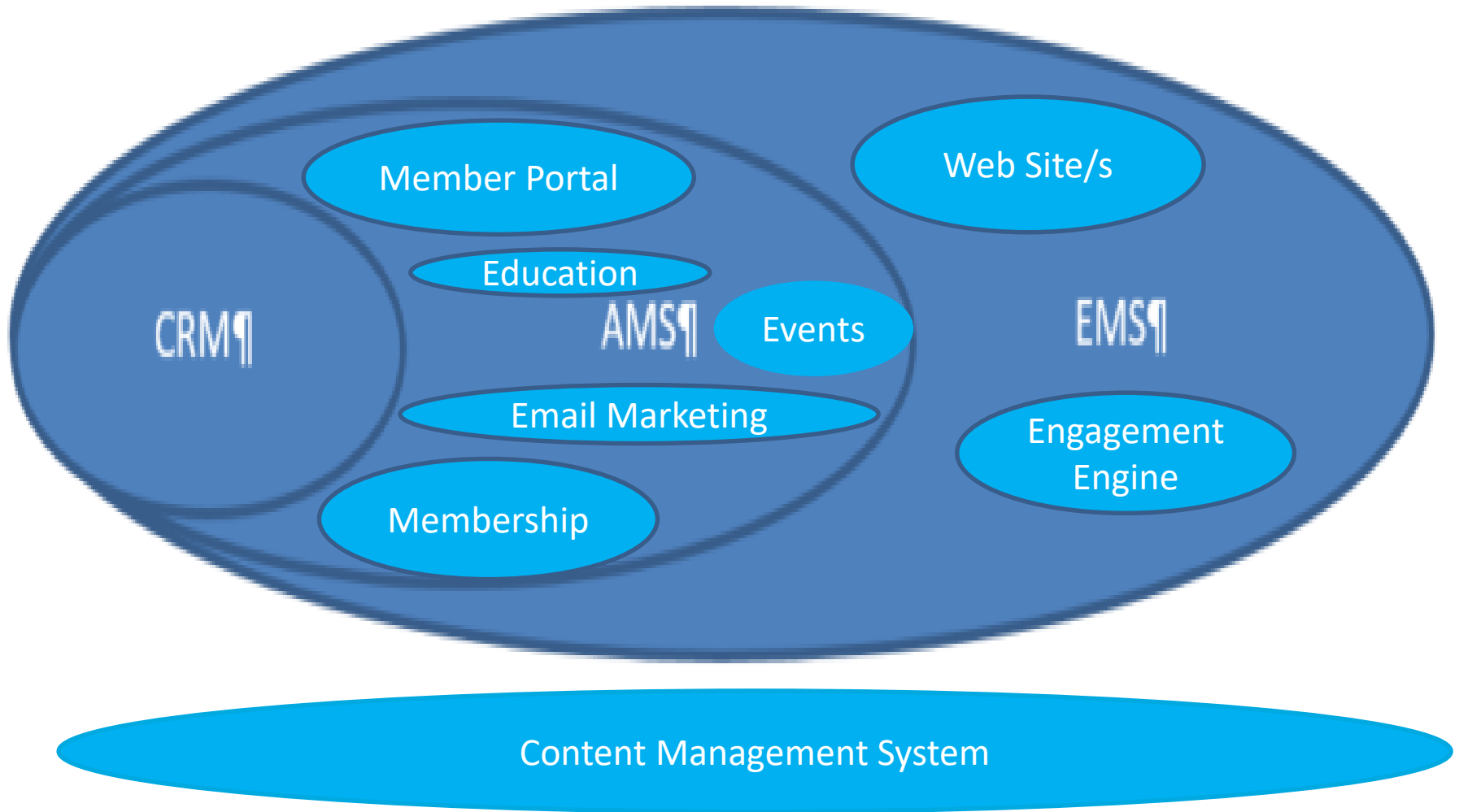
## Traditional CRM/AMS/DMS



## Engagement Management System (EMS)

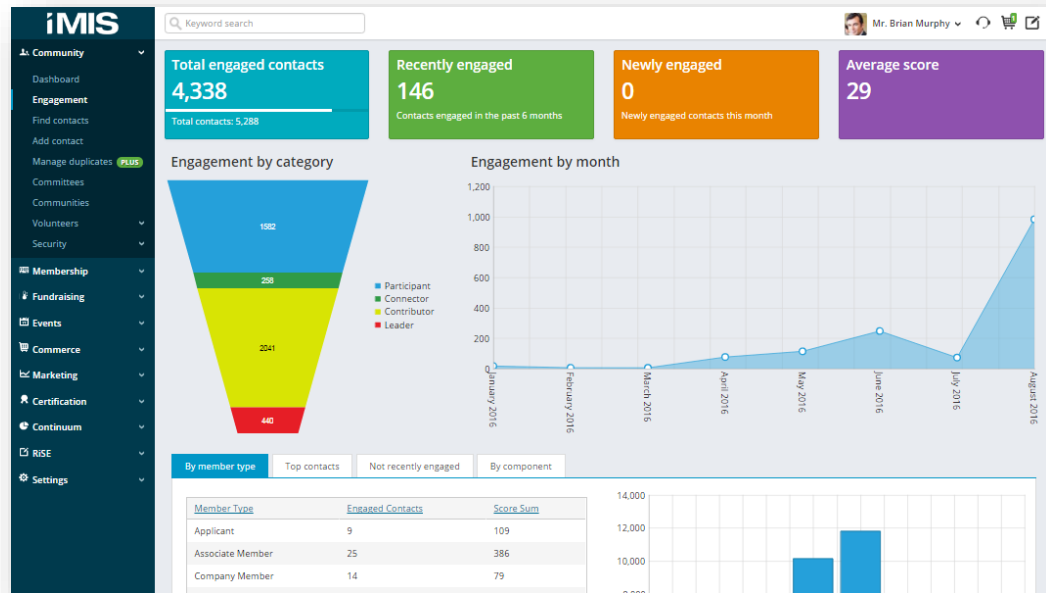


# iMIS – Engagement Solution



# Engagement Scoring Engine

- ✓ Aggregate
- ✓ Measure
- ✓ Define
- ✓ Calculate
- ✓ Use

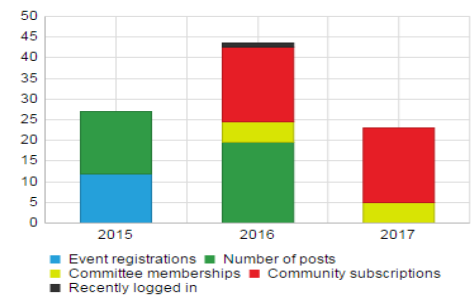


Engagement score

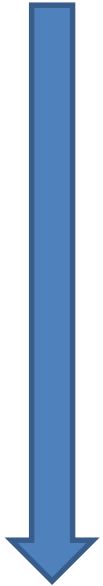


Leader

Engagement history



# 360 Degree View



- Data Aggregation
- Personalisation
- Define (multiple) member journeys
- Engagement measurement / scoring
- Relevance