

Mobile App Crushes Member Engagement Goals

Association of Corporate Counsel Exceeds Expectations with Year-Round Mobile Engagement App

OVERVIEW

The Association of Corporate Counsel (ACC) is a global legal association that promotes the common professional and business interests of in-house counsel who work for corporations, associations, and other organizations.

ACC accomplishes this through information, education, networking, and advocacy on behalf of its more than 46,000 members.

PROBLEM

Feedback showed members wanted information, education, and networking from ACC, but they received too many emails and often had trouble finding information.

ACC needed to find new ways to stay ahead of trends and respond to members' evolving needs. To meet its requirements, a mobile app would need to offer year-round access to personalized content and resources, integrate with existing systems, and be user-friendly.

AT A GLANCE



INDUSTRY

Global professional association that services in-house corporate counsels and their departments

SOLUTION

Clowder

MEMBER SIZE

46,000, within 60 chapters
113 countries
21 practice area networks

WEBSITE

acc.com

“ ACC leadership fosters a culture of innovation and experimentation. Few associations offer a year-round membership app, and it's exciting to explore the possibilities of this medium. Not only are we continually building a strong community, but we're also tapping into an exciting avenue for potential non-dues revenue. ”

- Kerri L. McGovern, MPP, CAE, Senior Director of Membership, Association of Corporate Counsel

THE IMPACT



Winner of several industry awards for innovative member engagement.



81%

Member satisfaction rating.



31%

Average month-over-month engagement

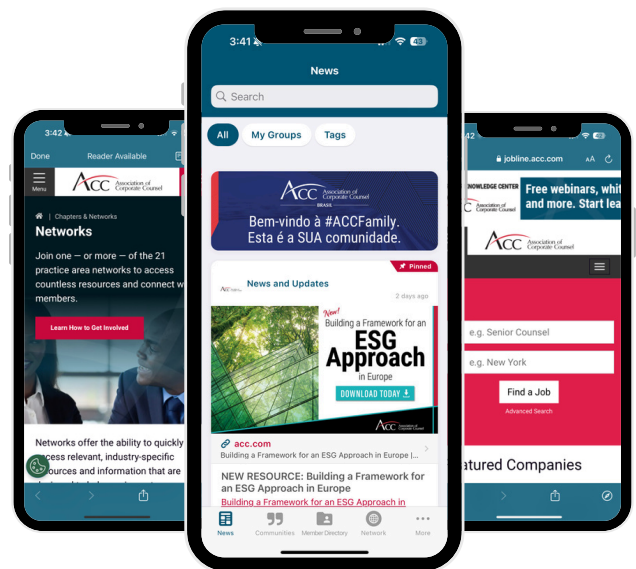
SOLUTION

ACC365, the new year-round mobile app, was launched at ACC's annual meeting and has since won prestigious industry awards from ASAE and Association Trends.

ACC is successfully leveraging the app's capabilities in several strategic areas, including recruitment, retention, win-back campaigns, and boosting overall engagement.

The ACC365 app provides members with:

- ✓ Communities for networking & information sharing
- ✓ Membership directories by chapter and country
- ✓ Push notifications for event discounts, news, & more
- ✓ Job boards
- ✓ A legal resource library, newsletter, & digital magazine
- ✓ Member polling for engagement and data collection



“ We chose Clowder because they had existing integrations with our core systems, but also because Clowder is an innovative and agile team that is dedicated to enabling ACC to maximize the experience for our members. ”

- Kerri L. McGovern, MPP, CAE, Senior Director of Membership, Association of Corporate Counsel