

Modeling Member Retention

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Goal: Focus on Network Retention

- Why are members & reps leaving and what can retain them

Process

- Create list of reasons with associated value estimates
- Correlate and feed into network models

Deliverables

- Retention factors with values
- Retention correlations with strength of influence
- Influence diagrams showing what to tweak.
- Retention model that can be built out and scaled up

Datasets

- Three datasets: JD Powers DreamTrip exit survey, Member Data – Booking, Events, Sponsorship & Membership, and Mobile Usage, in that order.
 - ❖ Events, Sponsorship and Dreamtrips Hosting data is new
- Datasets time range - April to July of 2015, the time covered by the JD Powers data.
 - ❖ July became available and was included. This will be updated monthly.
- Member ID's for JD Power data sync'd to corresponding booking and mobile data to enable comparisons and analysis on a person by person basis.

Attributes

- We created 3 prioritized lists of attributes, but used only the highest ranked here.
- This list was mapped to the attributes in the datasets.
- As the analysis progressed from JD Powers only to include all three, the attribute list was reduced to include only those that showed solid influences. (shown on next slide)

These groups of attributes were created from a larger set because they show sufficient influence. They were used in following analyses.

- “Membership” and “DT Hosting” are from the member booking data and “Mobile Use” from the mobile usage data. **These are new.**
- The rest are based on questions from the JD Powers data., which is updated monthly.
- Personality attributes have some influence in some areas but in general is weaker than the rest
- The group constituency changed from previously based on factor and component analyses.

DT.com Site	DT Hosting	Accommodations	DreamTrips	World Ventures	DT Membership	Personality	Membership	Mobile Use
DTC experience	DT Host Experience	Room Amenities	DT Price to Value	WV Community	# Previous DTs	Unique	Months Member	Liked Photos
DT Booking Team	DT Table Experience	Hotel Amenities	DT Experience	WV Travel Network	# DTs	Open Minded	Attend WV Events	Mobile Use
DTC Content	DT Group Experience	Accommodation Experience	DT Meaningful	WV Vip Benefits	Loyal Member	Empathetic	Sponsored Member	Bucket List
DTC Access			DT Enriched Lifestyle	WV Unlimited Opportunities	Committed member	Curious		Upload Photos
			DT Distinct	WV Business Opportunities	Proud Member	Genuine		
			Platinum Experience			Aspirational		
			Recommend DT					
			Book More DT					

RETENTION MODELING - ATTRIBUTES WITH INFLUENCE

UPDATED

These attributes are from measures of centrality -

Strength: number of incoming or outgoing connections

Closeness: ability to reach all other nodes in the least amount of steps

Betweenness: extent that a node lies on the path to reach other nodes

Betweenness +	Betweenness -	Closeness +	Closeness -	Strength +	Strength -
Platinum experience 6	UpLoad Photos-1	WV VIP Benefits 1	Unique -1	Platinum experience 4	Days to sponsor -2
Bucket list 1	Interesting -1	Platinum Experience 3.5	Upload Photos -1	Trip Table Experience 3	Conversations about trips -1.5
DT Proud Member 1	Days to sponsor -1	Trip Table Experience 2.5	Short Vacations -1	Trip Group Excursion 2.5	Cost -1.5
Genuine Personality 1	Length of Trip -1	Trip Group Excursion 2.5	Recruited -1.5	Trip Experience 2	Authentic -1
WcB 1	Conversations about trips	Trip Experience 2	Interesting -1	Accommodation experience 1.5	Adventure - 1
WV events 1.5	WV Community -1	DT Site Access 1	Loyalty -1	DT Site Access 1	Accommodation Location -1
WV Business Opportunities 1	Accommodation location -1	Trip Host 1.5	Days to Sponsor-1.5	Meaningful trips 1.5	Loyalty -1
Room Amenities 1	Unique	Trip Price to Value 1.5	Trip Length -1.5	Trips Enrich Lifestyle 1	Like Photos -1
Sponsored		Trip Reception Experience 1.5	Disappointed if not Member -1	Trip Reception Experience 1.5	Like MLM -1
Months as Member 2		Months as a Member 1	Trip Conversations -2	WV events 1	Owner -1
Trip Group experience 2			Cost -2	Room Amenities 1.5	Recruited -1
Trip Welcome Table 3			Companions -1.5	Exciting-Vibrant Personality 1	Upload Photos -1
			Authentic -1.5	Room Amenities 1	
			Aspirational -1		
			Adventure -1		

RETENTION MODELING - ATTRIBUTES WITH INFLUENCE

UPDATED

Platinum Benefits	Accommodations	Dream Trip Experience	World Ventures Experience	Stay Member	Personal Attributes	Membership	Mobile Use
Platinum Experience	Accommodation cleanliness	DT experience	Distinctive	Loyal Member	Aspirational	Gender	Upload Photos
Price to Value	Accommodation staff	# DT Conversations	Similar Community	Disappointed Not Member	Unique	Member Rep Level	Like Photos
	Accommodation location	Leave Feedback	Unlimited Opportunities	Committed Member	Exciting	Membership (std, gld, plt)	Bucket List
	Room Amenities	Book More Trips	Travel experience Net	Proud Member	Open minded	Member Status	Mobile Use
	Hotel Amenties	Recommend Trip	VIP benefits	Remain Member	Accepting	Drop Out	
	Accm experience	Truly Meaningful	Business Opportunities	Previous Dream Trips	Empathetic	Member Months	
	Price to Value	Cultural Knowledge		Number Dream Trips	Curious		
		Traveler Fit			Genuine		
		Enrich Life					

DT.com Site	DT Hosting	Accommodations	DreamTrips	World Ventures	DT Membership	Personality	Membership	Mobile Use
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DT Booking Team	DT Table Experience	Hotel Amenities	DT Experience	WV Travel Network	# DTs	Open Minded	Attend WV Events	Mobile Use
DTC Content	DT Group Experience	Accommodation Experience	DT Meaningful	WV Vip Benefits	Loyal Member	Empathetic	Sponsored Member	Bucket List
DTC Access			DT Enriched Lifestyle	WV Unlimited Opportunities	Committed member	Curious		Upload Photos
			DT Distinct	WV Business Opportunities	Proud Member	Genuine		
			Platinum Experience			Aspirational		
			Recommend DT					
			Book More DT					

WHAT'S MOST IMPORTANT TO MEMBERSHIP -ATTRIBUTE RELATIONSHIPS

UPDATED

Adding in another month and including data on World Venture Events, Sponsorship and Dreamtrip hosting, this pattern emerged.

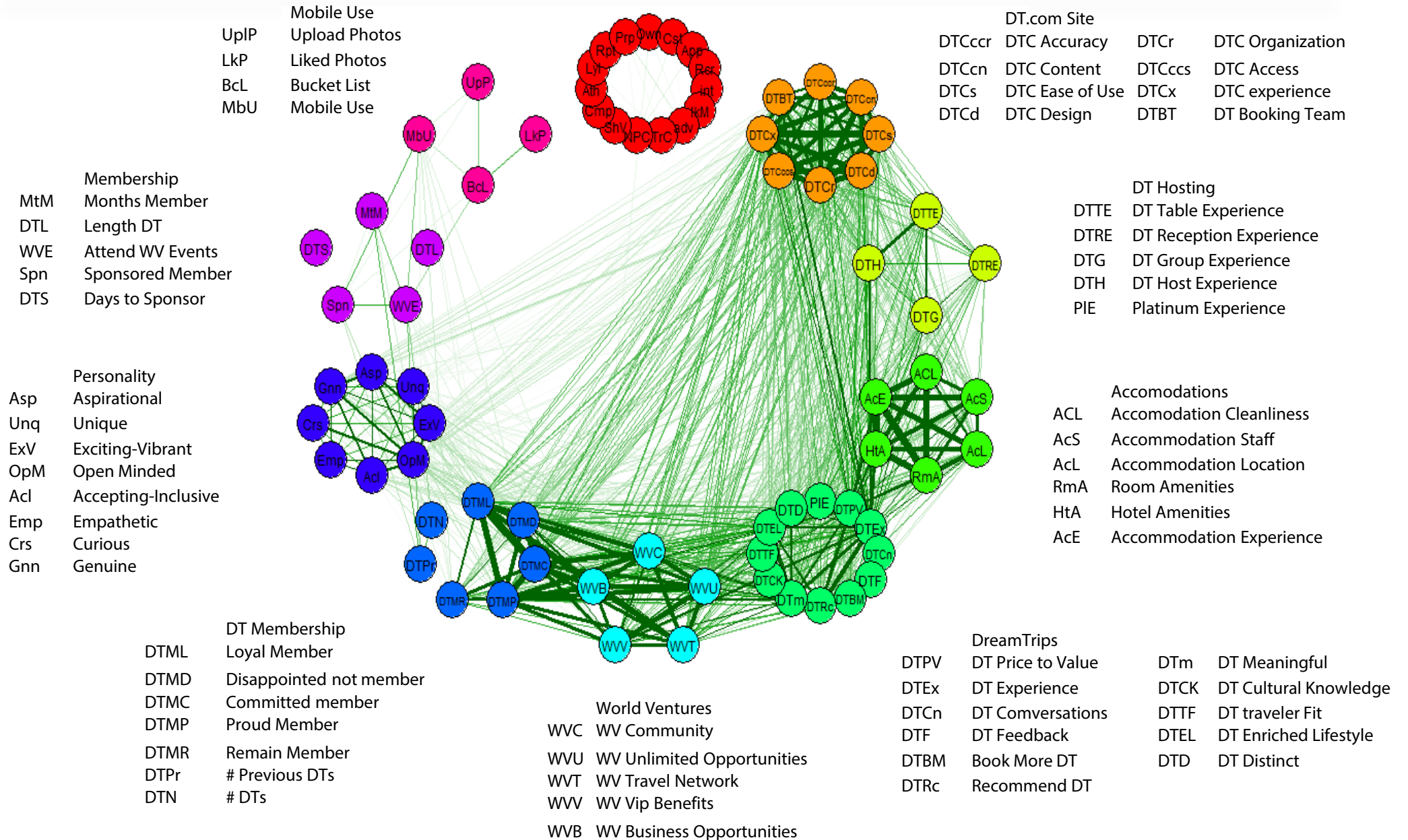
Previously, the price to value of a trip and the overall Dream Trip experience seem closely related to trip accommodations. It still is.

However, the strongest this time include relationships between the Dreamtrip's price to value and overall experience and Host Behavior and Excursions, hotel and room amenities, VIP benefits and how meaningful and enriching the dreamtrip's were to them.

	WV Events	Sponsors	Liked Photos	Bucket List				DT Price to Value	DT Experience
WV Events							Platinum Experience	0.70	0.72
Sponsors	0.54						DT Booking Team Experience	0.59	0.64
Liked Photos	0.18	0.17					DT Group Experience	0.58	0.62
Bucket List	0.38	0.29	0.54				DT Host Experience	0.57	0.63
Mobile Use	0.43	0.51	0.21	0.34			Accommodation Staff	0.59	0.60
Platinum Experience	0.17	0.10	0.00	0.03			Accommodation Location	0.64	0.62
							Room Amenities	0.62	0.56
	DT Booking Team Exp.	DT Table Experience	DT Reception Experience	DT Group Experience	DT Host Experience		Hotel Amenities	0.65	0.62
DT Table Experience	0.50						Accommodation Experience	0.69	0.67
DT Reception Experience	0.49	0.61					Recommend DT	0.70	0.73
DT Group Experience	0.49	0.64	0.59				DT Meaningful	0.68	0.71
DT Host Experience	0.53	0.69	0.57	0.57			DT Enriches Lifestyles	0.62	0.65
Platinum Experience	0.51	0.54		0.56	0.53		WV VIP Benefits	0.62	0.65

WHAT'S MOST IMPORTANT INFLUENCES – Network Diagram Legend

UPDATED



SOME IMPORTANT CLUSTERS OF INFLUENCE – SPRING LOADED VIEW

NEW

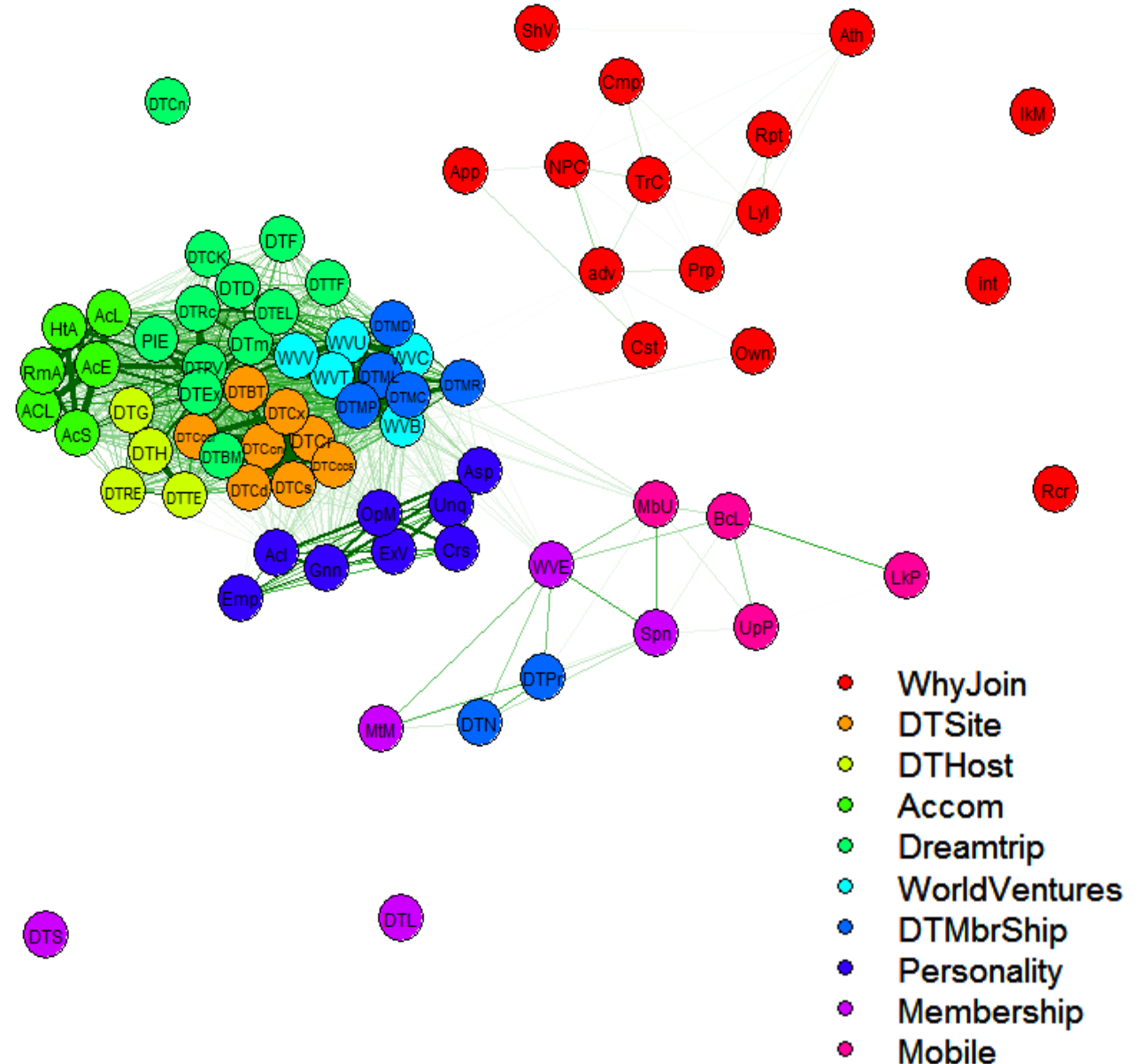
Spring loaded means changing one attribute in a cluster changes the others – acts like a spring. Pull one, the others follow according to link strength

Clusters of Influence

1. Number of trips and previous trips, with Months as member, WV events, Sponsorship, linking to Mobile Use, Bucket List, Upload and Like photos.
2. Months as member, WV Events, Number Trips, Previous Trips
3. Mobile Usage, Sponsor, WV Events
4. The big cluster needs a different view to decipher.

Clusters of little influence.

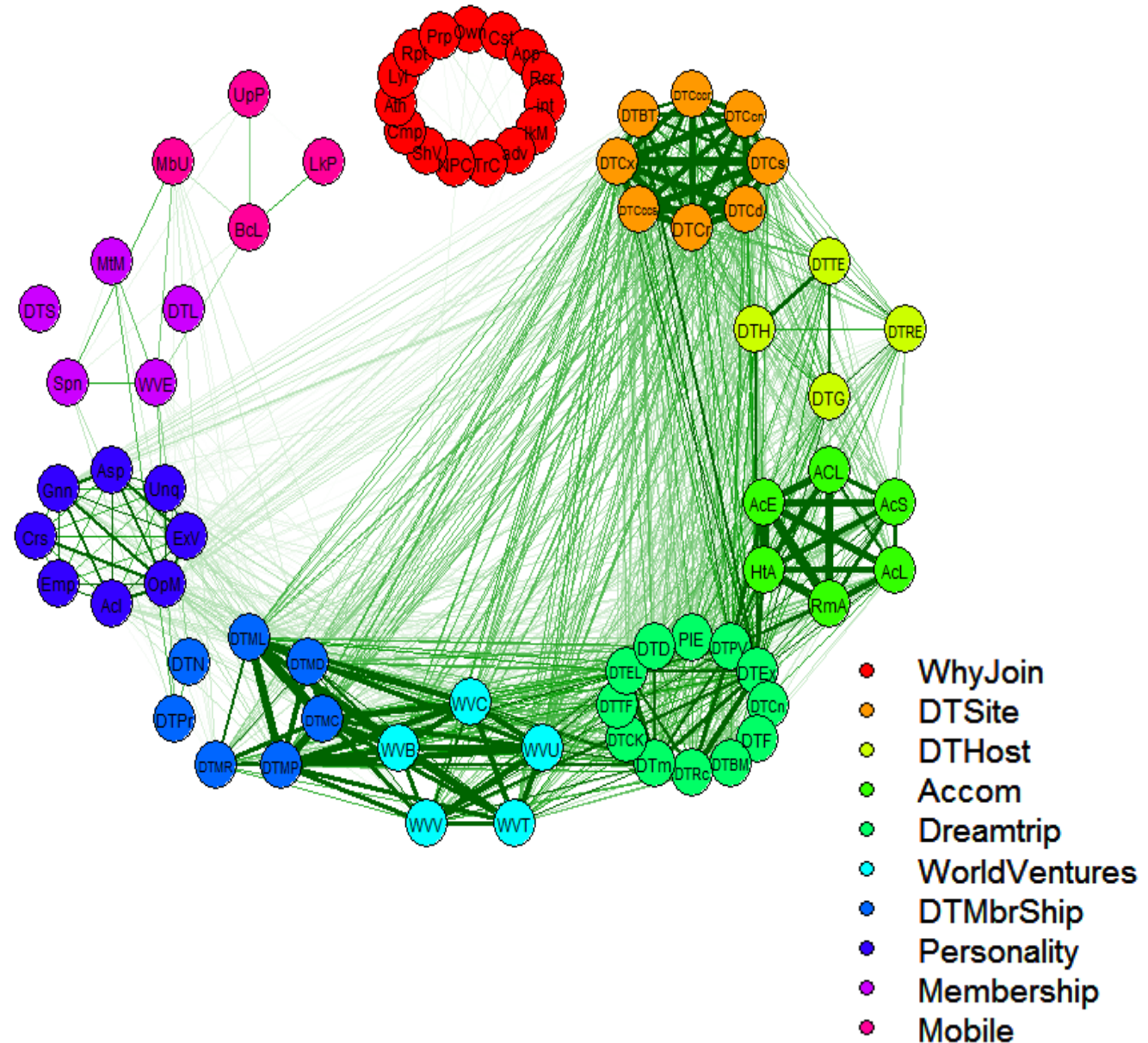
1. Length of the Dream Trip and Days to Sponsor act independently.
2. Why They Joined(red) attributes don't link to much and aren't even inter-correlated.
3. Personality (purple) is a tight inter-related group but doesn't influence membership.



This breaks out the dense cluster into constituent groups that better show how they link and therefore influence

Clusters of little influence.

1. This shows again that Why to Join and Personality have little influence
2. Mobile Use and Membership have some weak links
3. The DT site is highly intercorrelated with some weak links to Dream trip experiences and World Ventures travel club.
4. Hosting during a Dreamtrip is important and influences the whole dreamtrip experience, as does the room and hotel amenities and the overall accommodation experience.
5. The big interactions are between pieces of the actual dreamtrips and World Ventures Travel club.



WHAT'S MOST IMPORTANT TO MEMBERSHIP – STRONG RELATIONSHIPS

UPDATED

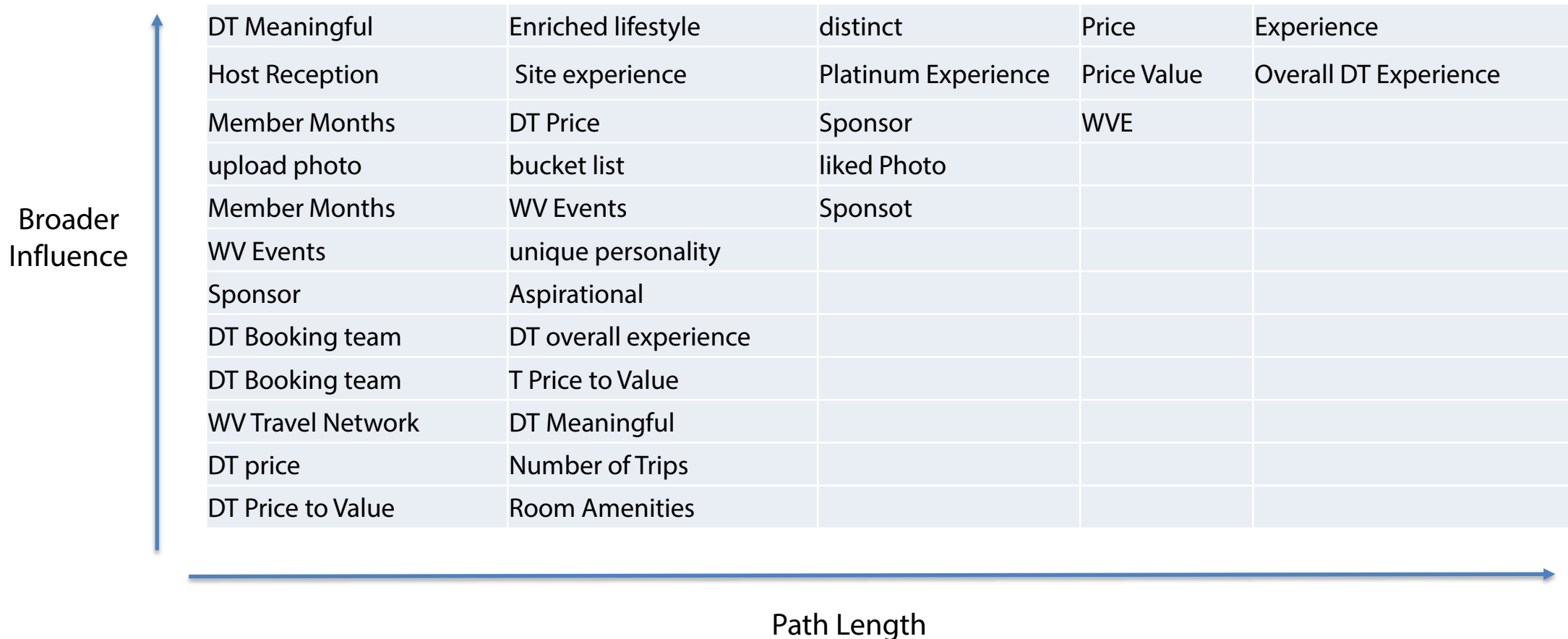
- Attributes that are linked have a relationship, - the stronger the link the stronger the relationship. Manipulating one of these affects the others
- Path length, the number of linked attributes, increases left to right. Long paths can have broader influence since affecting one affects more items.
- Effort should address several of these paths at the same time for a larger overall effect.

Recommend DT	DT Overall experience	DT Price	Accommodation Exp	DT site experience	Excursion Group
DT Overall Experience	Amenities	Host	Booking team		
Open minded	Aspirational	Genuine	Curious		
DT Host	host table	Excursion group	(less so reception)		
DT loyalty	DT Proud	DT Comitted			
DT Proud	WV Unlimited Opps	WV Community			
DT Committed	WV Community	WV Bus Opps			
WV Events	Unlimited Opps				
DreamTrips	World Ventures				
DT loyal	WV Travel Network				

WHAT'S MOST IMPORTANT TO MEMBERSHIP – MODERATE RELATIONSHIPS

UPDATED

- Attributes that are linked have a relationship, - the stronger the link the stronger the relationship. Manipulating one of these affects the others
- Path length, the number of linked attributes, increases left to right. Long paths can have broader influence since affecting one affects more items
- Short paths outnumber long paths at the moderate level of influence, so focusing on longer ones has more value for effort.



Attributes have three basic types of influence: Director, Dependent, Connector

- Director – wields power and influence directly
- Dependent – gets power through links to many directors
- Connector – power comes from being a connection point on a path -between Directors, Dependents and others.
- **Bolded** is highest value and has most influence- some attributes score high in all three

Directors	Dependents	Connectors
Platinum Experience	Platinum Experience	Platinum Experience
DreamTrip hosted table	DreamTrip hosted table	DreamTrip hosted table
DreamTrip Excursion	DreamTrip Excursion	DreamTrip Excursion
DT Experience	DT Experience	Months as Member
Room Amenities	DT Price to Value	World Ventures Events
Meaningfulness	World Ventures Benefits	Bucket List
Accommodation Experience	DT Reception Experience	Accommodation Experience
World Ventures Events	Access to DT Site	Sponsor
		Room amenities
		DT Experience

RETENTION MODELING ACTIONABLE ITEMS

- Identity is a strong influence, it wasn't clear if it's a result of the rep community or it's more organic part of customers.
 - Identity in a DreamTrip can simply be a result of being part of a gathering of reps or by shared experiences (rep based or not)
 - The **DT host** has a big influence and can help determine the nature of the shared, interactive experiences – they can be rep focused or vacation focused.
- Few personal attributes fit with other nodes, and appear independent. Yet some seem to operate in the background.
 - **Open-mindedness, genuine, unique and meaningfulness** keep showing up as underlying influences.
 - **Platinum benefits** have an influence in a number of areas and is related to aspects of trips that reinforce personal specialness – amenities, VIP benefits, good accommodation experience.
- **Accommodation location** does not seem influenced/er by other accommodation factors. IT's more of what happens at a location – the experience enhances or detracts from the location experience.

RETENTION MODELING -

Questions

- Why reasons to join are so disconnected from actual experience. These apparently aren't expectations that are getting violated.
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RETENTION MODELING -

Steps in Journey - we need data for each step, or some combination of steps.

pre-member contact	
sign up as member	Have
decide to be rep	
talk to rep	
sign up as rep	
started as rep customer	
abandoned (lack of rep contact for 'X' duration	
search for information (help sites/documents accessed	Partial (DT Site)
contact rep	
contact first customer	Have
contact additional customers	Have
call rep line	
DreamTrip experience	Have
stop engaging	Have
discontinue membership	Have